

1940

..... the men who direct Alberta's affairs



HON. ERNEST C. MANNING
Provincial Secretary and
Minister of Trade and Industry



HON. WILLIAM ABERHART
Premier of Alberta, Attorney General and Minister of Education



HON. SOLON E. LOW
Provincial Treasurer



HON. N. E. TANNER
Minister of Lands and Mines



HON. DAVID B. MULLEN
Minister of Agriculture



HON. LUCIEN MAYNARD
Minister of Municipal Affairs



HON. DR. W. W. CROSS
Minister of Health



HON. W. A. FALLOW
Minister of Public Works

1940

..... the men who direct Edmonton's affairs



ALD. A. B. PATERSON



ALD. HUGH J. MACDONALD
K.C., M.L.A.



ALD. JAMES H. OGILVIE



COMM. ROBERT J. GIBB



ALD. DOUG. GROAT



ALD. F. C. CASSELMAN
M.C., M.P.



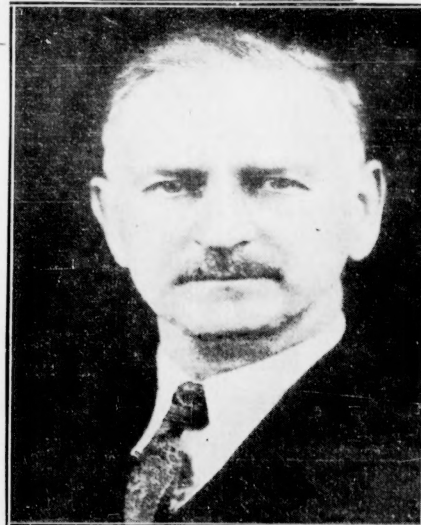
ALD. D. R. KNOTT



ALD. EDWARD BROWN
M.M., E.D.



ALD. M. B. MCCOLL



MAYOR JOHN W. FRY



ALD. SID PARSONS



ALD. GEORGE CAMPBELL

Ladies and Gentlemen!...



Electricity Benefits Everybody

'THE EDMONTON BULLETIN'

25158. a grand newspaper

First in Alberta—
Still Blazing New Trails
at "60"

ON this memorable occasion we are happy to extend our sincere congratulations to a great newspaper — THE EDMONTON BULLETIN—as it celebrates its Diamond Jubilee and sixty consecutive years of worthy service to the people of Edmonton and of Northern Alberta. May The Bulletin's enterprising spirit and success continue on through the years that lie ahead.

WE are happy, too, in the fact that ELECTRICITY has had a hand in building the Bulletin's success . . . for the Electrical Industry has contributed importantly to the achievements of the modern newspaper. It has made possible the operation of modern high speed presses . . . modern type-casting machines . . . automatic call and push button controls . . . safe lighting for the plant . . . and many other services, aiding in gathering, writing, transmitting, printing and distribution of news.

This contribution to the newspaper world is typical of the part Electrical Service has played in the development and modernization of all industry . . . for without Electrical Power the worker today would be without scores of his important mechanical aids. The work day would still be from dawn to dusk . . . the wheels of industry would slow down to a snail's pace; and thousands of things we enjoy and use to such good advantage could neither be made nor operated.

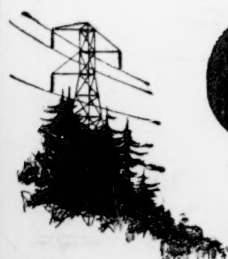
Equally sweeping changes have come to our homes through the use of Electrical Servants. Back-breaking tasks once done by hand are now done swiftly, easily and cheaply by Electricity. A snap of the switch brings us light. Electric refrigerators, ranges, radios, sewing machines, clocks, toasters, vacuum cleaners, and a host of other modern household appliances are boons within reach of millions, and today give the ordinary man a standard of living that could not have been purchased with all the money in the world when the first Bulletin went to press just sixty years ago.

Let Electricity Work for You . . .

. . . it is the Cheapest, Most Efficient Serva nt you can Employ

CALGARY POWER
COMPANY LIMITED

"SERVING ALBERTA"



Bulletin Celebrates Diamond Jubilee Anniversary

Historic Event Recalls Early Edmonton Days

From the First Paper Took Lead In Fighting For City—Always Ahead With the News

By JOHN OLIVER

Son of the late Hon. Frank Oliver, founder and first publisher of The Edmonton Bulletin

Pride in achievement and pride and association in achievement are mingled in presenting this, the 60th Diamond Jubilee issue of The Edmonton Bulletin to its readers. For 60 years The Bulletin has been an integral part of Edmonton life, indissolubly associated with its expansion, development and varying vicissitudes. As Edmonton has grown and spread its wings as well as its influence, so has The Bulletin, and in looking back over 60 years of continued progress The Bulletin looks forward resolutely and confidently to continuation of its service to the people of Edmonton and Alberta.

"If it will help Alberta The Bulletin is for it," is a slogan which appears in The Bulletin each day. And so it is. For 60 years The Bulletin has been seeking to help Alberta. It has fought the people's battles. From the start and all through its life, it has been home owned and controlled. The welfare of the people of Edmonton and Alberta means the welfare of The Bulletin.

Day in and day out The Bulletin has consistently fought for better things for Alberta. It has fought for the removal of discriminatory freight rates, for lowering of interest rates, reduction of public debt, easing of the tremendous burden of taxation that engulfs the people—in short for everything that will help Alberta.

From a tiny beginning The Bulletin has grown to take its place among the leading daily newspapers of Canada. From a small four sheet paper—each sheet about five and one half by six and one half inches—The Bulletin has expanded until it possesses a complete, up-to-date plant, equipped with all the latest and ablest equipment for producing a metropolitan newspaper worthy of a city like Edmonton and a province like Alberta.

Newspaper production is not an easy matter and The Bulletin has had its share of difficulties, right from the first issue, when telegraph lines were down and where news was available and when the original type for the front page banner was lost and a new one was carved from wood, difficulties have been encountered.

But, as is the case in the entertainment business when the show must go on at all costs, so a newspaper must come out at its appointed hour, despite difficulties.

The Bulletin has kept coming out and will keep coming out. There'll always be a Bulletin.

ESTABLISHED IN 1880

History was made in 1880 when The Bulletin was first printed. The Manitoba Free Press, now the Winnipeg Free Press, was in operation at that time and so was the Saskatchewan Herald, published at Battleford, Sask.

The Bulletin was the only paper west of Battleford, as no paper had yet made its appearance on the Pacific coast.

Hon. Frank Oliver, P.C., LL.D., founder of The Bulletin, first came to Edmonton in 1876.

He had been a member of the staff of the Manitoba Free Press, and had risen to the post of foreman of the composing room. But the young man was overcome by the urge to move west.

He embarked with his Red River cart and ox-team and made the three-months journey from Winnipeg to Edmonton. He first reached the site of Edmonton on the trail which reached the south bank of the Saskatchewan just below the southern abutment of the present high level bridge. At once he decided to remain in Edmonton.

BY RED RIVER CART

At first he engaged in a freighting and mercantile business and made annual trips from Edmonton to Winnipeg and back in the ubiquitous Red River cart of those days.

In 1880 he decided to enter the newspaper business and accordingly purchased a small hand press, type and other equipment. It was brought here by ox-cart.

Crossing the Saskatchewan the cart overturned and only by herculean efforts was the equipment saved.

Safely delivered here, the plant was established, in a log building on the present site of The Bulletin plant. The original building is preserved at the Edmonton Exhibition grounds, right next the Old Timers cabin and in a plot which bears a bust of Mr. Oliver.

THE FIRST ISSUE

The first issue, in 1880, was produced with difficulty. The large type used in the "streamer" or "banner" across the top, was lost and hurriedly the late Alex Taylor, who was the first telegraph operator here and after whom the Alex Taylor school is named, carved a new "streamer" out of wood.

To add to the difficulties the telegraph lines between Edmonton and Hay Lakes had been down for several days before the first issue was published and a man was scheduled to leave the day after the first issue to repair it.

ABOUT OURSELVES

Under the "headlines" on the editorial page appeared the fol-

lowing explanatory article, entitled "About Ourselves":

"Last winter, after the telegraph line had been attended to Edmonton and an office established, an arrangement was made by which a weekly bulletin was sent over the line, so that the people here might be informed at the earliest possible date of whatever notable events were transpiring at the time in the world at large. But this plan was found to be expensive to a few and for various reasons, unsatisfactory to all. It was thought to be a better plan to have The Bulletin printed so that every subscriber to the fund could be supplied with a copy. To this end a hand press and a quantity of printing material has been procured, a special correspondent engaged in Winnipeg, and every Monday morning from this issue until the 1st of May we will issue a small sheet in newspaper form, which will contain a bulletin, giving the most notable occurrences in the North-West Territories in particular, local news from all parts of the Upper Saskatchewan country, opinions on matters and things connected with the North-West and a synopsis of the news brought in by the previous mail."

So continued its course "Alberta's oldest newspaper," the first paper in the far west.

GREW IN INFLUENCE

Published weekly, The Bulletin soon grew in influence. Each issue was received with rapidly growing enthusiasm. Its opinions were valued and its news pungent, crisp and concise.

No successful bill The Bulletin proved that in the second year of its publication, the size was doubled.

By 1882 The Bulletin was well established and since its first issue had been "supported by the public on its merits alone" and the paper claimed that "another step forward has been taken and what was at first a little more than an experiment has been made a permanent institution, in so far as newspapers can be made permanent."

Taking the step forward, a first class printing outfit of new material throughout has been procured "and from this time forward we hope to be able to turn out a sheet that will be alike credible and profitable to the public and to ourselves."

NO EFFORT SPARED

Having increased space and with sufficient material at its disposal The Bulletin was now in a position to give fuller details than before of all local matters, and it was decided that no effort would be spared to secure every atom of information on such matters as were available for publication.

From then on a special feature of the local news columns was a series of reliable weekly reports of the current prices of staple articles of produce or trade in the district, with a statement of the condition of supply and demand.

Another feature was the meteorological or weather report, compiled at the government observatory, which would enable comparison on reliable data of the Edmonton climate with that of other parts of the world.

DISTRICT NEWS IMPORTANT

Believing that the progress of Edmonton to a large extent was dependent on the progress of the surrounding territory, all matters relating to the latter received close attention. Heretofore lack of space had precluded The Bulletin giving attention to news from adjacent settlements in proportion to its importance, but from this time on it was decided to feature the district news more prominently and at greater length, more in keeping with its true importance.

In enlarging The Bulletin at this time, a statement printed in the first new sized-edition of 1882, declared, in part:



Secretary

J. A. McCool, secretary of the Northern Alberta Pioneers and Old Timers Association, on whose capable shoulders falls a great deal of the work in administering the organization.

"In the editorial columns the first consideration will be given to all matters of a local nature, but as a part of the North-West, a part of Canada, a part of the British Empire and a part of the world (although an infinitesimal part of each) we shall speak of such matters as may be of interest to people here whether such matters be near or far away and in all cases the simple truth, what we believe to be the truth, will be told.

"On local questions we will do all in our power to aid the real advancement of the place—that is of the people who make the place. Not any particular class or race, but all those who desire to advance themselves by their own honest endeavor in increasing the producing powers of the country, let that endeavor take what form it may, so that it be an honest endeavor towards an honest end. On the other hand we shall use what powers of language we possess to denounce the advancement of any person, or persons, of whatever class he or they may be, by any means that must necessarily result in loss or injury to any other person or persons.

"In politics we claim to be at once reform, conservative and radical. Reform, inasmuch as we desire to see all abuses of sound principles reformed; conservative in that we believe that all good principles should be adhered to and radical because we wish to see all principles which are radically wrong utterly repealed. We desire to see Canada develop, advance and take a place among the greatest nations, but in order that this may come to pass the country must be united, not split into factions which hate each other more bitterly than they do outsiders.

"In order that the country may be united, even-handed justice must be dealt out. As long as one part is made to bear more than its share of the burden of the whole, there can be no real union of feeling.

TELEGRAPH WIRES DOWN

"We regret to say that we are at present unable to promise weekly telegraphic reports such as were

formerly the principle feature of The Bulletin.

The part of the line between Humboldt and Selkirk has been abandoned and the proposed line from Qu'Appelle to Humboldt has not been commenced up to last accounts, so that it is altogether probable that there will be no through telegraphic communication this winter. However, we have arranged with a correspondent in Winnipeg to have a despatch made up and sent to Humboldt by each mail, from whence it will be telegraphed here and will arrive a week before the mail, provided always that the line west of Humboldt remains up.

BEST COULD DO

"We have also arranged to have a supplementary despatch made up and telegraphed to Troy in time to catch the mail before it leaves that point. This, of course, is not by any means satisfactory, but it is the best that can be done at present.

As soon, however, as through communication is established we will keep our readers posted on the principle news of the world up to within a few hours of issue of each paper.

Our general news from the columns of other papers will be as carefully selected and of much greater quantity than heretofore, so that a subscriber of The Bulletin will not be under the necessity of taking any other paper in order to keep informed on the news and questions of the day.

VALUE FOR MONEY

"Although our paper has now been enlarged for the third time, it is still probably the smallest in the world. The reason we do not publish a larger sheet is because it would not benefit either ourselves or our subscribers. The amount we save in ink, paper, typesetting, press work and extra cost of plant and material by publishing the small sheet enables us to spend more in the collection of news and thereby gives better value for the money received than as if we only furnished our subscribers with waste paper.

"Run as this paper has been, obliged to pay its way as it went along, receiving no assistance except a hearty support from the general public, it has been necessary to keep the expenses down to the lowest point; by doing this, however, we have been able to furnish a paper to the people of Edmonton, small it is true, but containing all the news and having a feature not possessed by many papers either large or small throughout the Dominion, that of not being under the influence or control of any person, clique or party, other than the proprietors and therefore able as well as willing to speak up for the public interest at all times and on all occasions.

PROMISE OF IMPROVEMENT

"Believing from our experience in the past that such a paper as we have issued meets the wishes of the people of Edmonton better than a larger, but less newsy or less independent paper could, we will continue in our present course, enlarging and improving as circumstances warrant and always keeping at least abreast if not slightly ahead of the times."

As in 1882, so in 1940, The Bulletin continues its independent way, enlarging and improving and always at least abreast, if not slightly ahead of the times.

The Bulletin, now The Edmonton Bulletin, continued on its successful way. Court proceedings were fully reported. News was more plentiful and coverage was greatly expanded.

Fame of The Bulletin spread rapidly and the London, England, Evening News of June 13, 1883, Continued on Page Five



60 YEARS— Their REWARDS and Their PROMISES

The suggestion of the 'Bulletin' that we review the past 60 years is appropriate at this time. When we better realize the obstacles overcome and the progress achieved, we can better face the future with courage and the will to utilize every resource at our command in the present emergency that threatens to destroy not only those material things we have gained, but that freedom of individual enterprise which has created Edmonton and the West.

The Bank of Toronto with its capital in 1940 three times what it was in 1880; its reserve multiplied more than eleven times; and its 172 branches as compared to 7 branches 60 years ago, is in a strong position to aid Canada in its war effort. We pledge all our resources to that end and invite you to discuss your financial problems with our manager.

1880

Capital - - \$2,000,000
Reserve - - 800,000
7 Branches

1940

Capital - - \$6,000,000
Reserve - - 9,000,000
172 Branches

THE BANK OF TORONTO

Incorporated 1853

EDMONTON BRANCH: W. KERR, Manager



the leading

CREAMERY BUTTER
in Western Canada

Glendale Butter
Must Be Good
... It has won Blue
Ribbons from coast
to coast.
INSIST ON ...

GLENDALÉ is the ONLY Canadian Creamery BUTTER EVER to win the Gold Medal award at London, England. GLENDALÉ also won the Silver Medal at the All-America Dairy Show . . . once again proving the real quality and taste appeal of a butter that has been the favorite of Western Canada for 30 years. GLENDALÉ on your table means the last word in GOOD butter.

Congratulations

EDMONTON BULLETIN

As it celebrates its 60th anniversary, we want to express our sincere appreciation for the fine cooperation and service we have received through many of these 60 years. We wish The Bulletin a still greater future.

Fire, Automobile and Casualty
Insurance

JAS. A. MacKINNON

Ground Floor, Bank of Toronto Bldg., 106A Street. Phone 2344

GAS

has played an important part
in the progress of

EDMONTON

GAS brought early conveniences to its people . . . it made possible increased efficiency in the operation of many of its industries . . . and its use has increased with the city's population.

¶ Gas gives you your newspapers . . . it is the source of heat used in the huge melting pot of The Edmonton Bulletin . . . from where the plates are made to print your newspaper on modern high-speed presses. Gas is a vital part of daily life . . . in industry and in the home.

¶ Gas gives you mechanical refrigeration for your home that is as silent as a growing tree . . . a refrigeration that is without moving parts. The modern gas range is a joy to every housewife . . . a colorful part of modern kitchens . . . and a convenience known to thousands of Edmonton's families.

¶ The modern domestic hot water service furnishes Edmonton homes with hot water 24 hours every day . . . a mighty important part of the clean city's home life. Shaving in the morning . . . dish washing . . . baths . . . are a pleasure with this convenience made possible by GAS. And most important your home heating—it's always there . . . always ready.

¶ The citizens of Edmonton enjoy one of the lowest Gas Rates on the North American Continent.

Gas is your fuel . . . use more of it for economy!



Congratulations!

Edmonton Bulletin

On your 60th Anniversary—
May the coming years be as
fruitful as those of the past and
success attend all your efforts

Northwestern Utilities, Ltd.

Non-Metallic Minerals Valuable Provincial Asset

Wide Variety Materials Are Now Available

Oil, Natural Gas, Coal, Bituminous Sands, Salt, Gypsum Included Among Resources Of Province

By J. L. IRWIN

Statistician, Department of Lands and Mines,
Government of the Province of Alberta

Alberta is a producer of non-metallic minerals. In this respect she might be regarded as somewhat unique amongst her sister provinces of the dominion, for she owns, to a very large extent, what the rest of Canada does not. The principal non-metallic minerals of this province are oil, natural gas, coal, bituminous sands, salt and gypsum. Some day, the 10,000 square miles in the north-eastern part of Alberta—containing the south-western boundary of Canada's great Precambrian Shield—may be discovered to be productive of gold or other metals. Should this happen, Alberta will then become a producer also of metallic, as well as non-metallic, minerals.

In 1939 Alberta produced 96,899 of Canada's oil and over 70% of the dominion's natural gas. She possesses a vast majority of the world's coal and the largest accumulation of bituminous sand deposits in the world—deposits which contain countless millions of tons of oil.

At the close of 1939 Alberta as an oil-producer reached a record annual total of 7,594,411 barrels, bringing the total production from 1925 to 1939 to 107,739 barrels. The bulk of this amount has been recovered within the last 11 years with practically a third of it having been produced last year. Alberta's performance in 1939 brought this province up to second place in the British Empire for oil production. A detailed review of Alberta's present oil situation is given in the recently published booklet entitled "The History of Alberta Oil" which may be secured on application to the Department of Lands and Mines.

NATURAL GAS

Natural gas occurrences are prevalent throughout the length and breadth of Alberta, and gas consumption over a period of the last 11 years approximates a total of 205,000,000 Mcf.

The province's stated gas fields, either in operation or standing in reserve, are plentiful in Alberta and as in situated geographically as to be able to offer the many benefits of this most valuable natural product not only to the residents of the province but also to those in areas beyond its borders. It is well to remember that despite the tremendous recent advances which have been made in the history of Alberta's oil and natural gas development, the industry is still in its infancy. Very few of the known oil reserves have yet been tested and in the words of Dr. G. S. Howe of Ottawa, "At no time has the prospect for discovery of new fields in Alberta been better than at present."

ALBERTA COAL

The largest percentage of Canada's coal area lies within the boundaries of Alberta. So vast is this accumulation that it may be definitely stated that a noticeable percentage of the world's coal supply belongs in this province. An estimate of Alberta's present accessible coal reserves gives an approximate total of 61 billion tons. The estimate of reserves, at present inaccessible, plus classes of coal not of commercial consideration at the present time, if added to this figure, would reach a tremendous total of approximately 327 billion tons.

In realizing such a fact it is therefore, a matter of very real regret that this great Alberta industry is not as prominent as it obviously deserves to be.

ASSISTANCE

The Province of Alberta is presently assisted by a convention freight rate in Ontario of \$2.50 per ton when the ordinary rate is \$6.00 or over. The system which this assistance has been, however, to the province may be illustrated by pointing at what generally happens and by taking for example, Alberta coal exports for 1935.

During the year, this province shipped only 64,000 tons of coal to Ontario when in the same period that province imported from the United States in addition to shipments from Nova Scotia and New Brunswick, 1,084,000 tons. Alberta's shipments to Ontario in this particular year, in comparison with those received from the United States, on which tariffs up to 15% per ton were paid, represent a somewhat discouraging check-off of one per cent.

NOT SUFFICIENT

The illuminating and depressing revelation which is repeated year by year is attributable solely to the fact that the convention rate is not sufficiently generous to enable Alberta coal to enter an eastern Canadian province and compete with a foreign product.

Such a revelation of course furnishes at only one conclusion. A conclusion which must quite forcibly demonstrate the fact that pending a fair and reasonable adjustment of the situation, Alberta, holding the bulk of Canada's coal reserves, must continue to be largely inactive regarding the development whilst eastern Canada continues to be supplied with her fuel requirements from foreign countries.

VARIOUS KINDS

A general classification of Alberta's at present accessible coal might be given as follows: bitu-



Statistician

J. L. IRWIN, statistician of the provincial lands and mines department who writes of Alberta's tremendous mineral resources.

of 15,102 tons and in 1939, 46,310 tons.

Production of coal in 1939 showed an increase of 93,815 tons over the total given for 1931. An increase in the purchase of electrical power used by the coal-miners of the province is demonstrated by the fact that in 1939 of 27,576,926 k.w.hrs. as compared with the total in 1931 of 16,978,623 k.w.hrs.

A COINCIDENCE

It is a coincidence that the boundary line between Alberta and British Columbia is representative also of a definite line of division between the geological formation of the two provinces.

Immediately across the border on the British Columbia side the strata change from carboniferous to metalliferous and continues in this formation to the Pacific coast. On Vancouver Island, however, it changes back again to carboniferous. The result is that with the exception of Vancouver Island and small sections which exist in Princeton, Michel and Fernie, there is no coal-mining in British Columbia on any large scale.

There are 128 by-products of bituminous coal—oil, perfume, aspirin, acids, dyes, tar, gas, benzol, pitch, coke, lamp black, gasoline, etc. Each of these is representative of a possible future industry and a great deal may be dependent, with the coming of improved economic conditions and increased population, on assistance given by the Research Council of the University of Alberta with a view to the success of such development.

EXTRACTION OF OIL

Hydrogenation or the extraction of oil from coal might perhaps be regarded as one of the most important of these. It is a process which is being carried out in Great Britain and one which may at a future date be successfully applied in Alberta.

The coal-beds of the Saunders Creek and Coalpur areas are con-

sidered the most suitable for this form of processing due to the fact that they are sub-bituminous in classification and possess a minimum of 30% volatile matter. Lignite coal of the plains of a certain type and possessing sufficient volatility can also be successfully subjected to the hydrogenation process.

The quantity of gasoline extracted in Great Britain is at the rate of 1,400 lbs. or 179½ gallons to every 3½ tons of coal. The latest report on cost of the process, including use of fuels, is 11d. or 22c per gallon.

NOT PRACTICABLE

The process in Alberta is not, however, practicable as yet for the reason that the cost of 22c per gallon is naturally unable to compete with the cost of about 10c per gallon in recoveries from oil.

Production of crude petroleum in the United Kingdom in 1939 totalled 119,000 long tons or 940,000 barrels. These recoveries were made principally from the hydrogenation of coal with a small percentage secured from the mining of shale and without the processing of a single drop of oil-well. The industry in Great Britain is made possible by a protective tariff of 8d. per gallon.

A POSSIBILITY

The day will unquestionably arrive when this new industry will be feasible in Alberta. In its eventual introduction into the province should in the course of time not only prove a powerful and invaluable ally to Alberta's oil industry but result also in a tremendous increase in the development of the province's coal-mines and automatically create for such development a very much larger demand for labor.

The prospect of such a change in the future at least offers itself as one possible way out of the stagnation into which unjust discrimination has driven the development of the vast and extremely wealthy coal areas of this province.

BITUMINOUS SANDS

The bituminous sands of northern Alberta represent one of Alberta's most valued possessions. The reports of engineers dealing with these vast deposits, their present accessibility, methods of recovery and analysis of products to be obtained, carry a real interest.

There are many signs of interest for bitumens in northern Alberta, the most interesting of all being without question the spectacle of the great cliffs and slopes of these bituminous sands along the banks of the Athabasca river. The exposures, some of which attain a height of 200 feet or more, are noticeable for 100 miles along the river and extend for a considerable distance up its tributary streams.

Fort McMurray represents the focal point for these deposits. From this centre they extend 65 miles down the Athabasca where they terminate against the recent lake deposits, 65 miles or more east up the Clearwater, the eastern limit not yet being mapped and 40 miles south-west up the Athabasca where they pass beneath the river.



Hard Worker

E. T. LOVE, managing director of the Woodland Dairy Ltd. He has been at all times a staunch advocate of construction of the Jasper highway and has taken a prominent part in many community activities.

asphaltic smell emanates from the exposed beds. A distinction presents itself between the beds of richly impregnated sands which stand out in bold cliffs and the lean beds and layers of silt and clay which form gentler slopes.

COMPACT MATERIAL

Where the sand is well impregnated the beds form a very compact material. While the surface can be easily picked into with a sharp pointed tool, a heavy blow makes a remarkably small impression. A lump of the deposit after removal is found to be soft, yield-

ing to pressure and breaking down into a disintegrating mass. On close inspection the product is shown to be an aggregation of fine sand particles of which is enveloped by a film of a soft bitumen. The sand is principally composed of quartz with small quantities of mica and other products.

SATURATION UNIFORM

In some of the exposures the saturation is uniform from top to bottom but, generally speaking, the richer beds are at or near the base of the formation. Oil content varies

in weight from nothing to 25 per cent with some of the out-crop areas carrying from 100,000 to 125,000 barrels per acre. Others may run even higher. With reference to the recovered product in its relationship to the sands, it might be stated that on the basis of 250 tons of sand which has been processed, approximately 175 barrels of crude oil is recoverable, from which 45% of high test gasoline, containing a high octane or anti-knock rating, equal or even

Continued on Page Seven

today..

.. a modern treasure house ..

FILLED with all the fine things that go to make life fuller, more beautiful... RARE JEWELRY... PRECIOUS GEMS... EXQUISITE CHINA AND GLASSWARE... FINEST TABLEWARE... plus a veritable curio shop of unique gifts... WE number our customers in the thousands. MANY are the children, grandchildren and even great grandchildren of our customers of yesteryears... Each generation in succession has discovered that at Henry Birks and Sons they'll find that standard of QUALITY, that dependable and courteous dealing for which they seek.

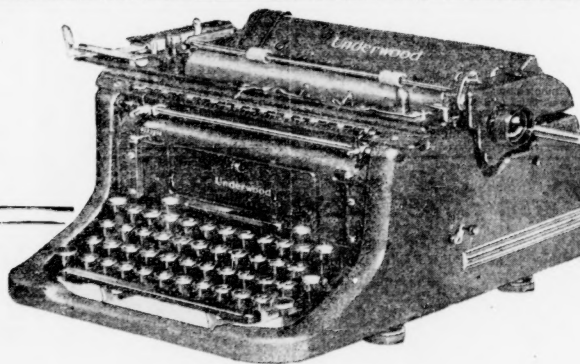
.. Congratulations to
The Edmonton Bulletin

Birthdays are always pleasant mileposts to observe in the life of a great newspaper. But when one passes the half century mark... then moves on passing the three score mark... the diamond jubilee... it makes it an occasion of rare significance. Perhaps the most significant thing about the existence of any enterprise for 60 years is the unmistakable evidence of its rightness.

ESTABLISHED
1879

HENRY BIRKS
& SONS LTD.

BIRKS BLDG.,
EDMONTON



Known Values

Like The Edmonton Bulletin, the Underwood Typewriter, made in Canada and serviced by a coast-to-coast organization through 26 company-owned branch offices, has been a Canadian business institution for close to half a century.

UNDERWOOD ELLIOTT FISHER LIMITED
Joseph L. Seitz, President

Typewriters; Adding and Accounting Machines;
Stationery and Office Supplies
Edmonton Branch: 10064 100th St., W. M. Fawcett, Mgr.

Records prove that 7 out of every 10 typewriters in use in Canada are

UNDERWOOD TYPEWRITERS

Woodland

SINCE 1908

Congratulates
THE EDMONTON BULLETIN

Established in 1880

THE "BULLETIN" has dispensed "food for thought" during three score years that have seen Edmonton change from a Frontier Town to a thriving commercial centre with Metropolitan ambitions.

WOODLAND, for over three decades, has dispensed Better Dairy Products to Home-Managers in Edmonton. During this time there have been many improvements in Dairy Products and in Dairy Service to Consumers. In most cases Woodland has been in the lead with these new developments.

Our Most Recent Innovation

1/2 PINT VANILLA ICE CREAM BRICKS

That Fit in the Ice Tray of Your Refrigerator

Woodland
DAIRY, LTD.

Vast Wealth Under Ground

GOLD MINING IN FAR NORTH IS EXPANDING

Radium Also Featured— Prospecting By Air

South of the Arctic Circle about 25 miles on the east side of Great Bear Lake, in the Northwest Territories, is a thriving mining community. Distant 1,000 miles from Edmonton, the nearest city, its inhabitants are engaged in what is probably one of the rarest of all occupations—the mining of the ores of radium, with which are associated the ores of silver. It was the discovery of these deposits in 1930 which directed world-wide attention to this part of Canada and which gave Canadians a new conception of the potential value of this 1,120,000-square mile section of their country.

The Northwest Territories extend from the northern boundary of the Prairie Provinces and of part of British Columbia, northward to the Pole, and include all the islands in Hudson Bay and James Bay and Hudson Strait, along with all the islands of the Canadian Arctic Archipelago. They are administered by a Commissioner, a Deputy Commissioner, and five Councilors, appointed by the Dominion government. This council is responsible to the minister of mines and resources, and is empowered to make laws for the well-being of the inhabitants, which, including Indians and Eskimos, number about 17,000.

Long regarded as a barren frozen wilderness, the Northwest Territories would probably have remained largely unexplored for years had it not been for the advent of the airplane, the use of which gave rise to the present interest in the mineral possibilities of the Territories. Even yet, however, knowledge of these possibilities is confined mainly to a comparatively narrow strip of country which extends from Great Slave Lake to the scene of the previously mentioned deposits of radium and silver ores.

CHIEF SOURCE
Through the successful development of these deposits Canada has become the world's chief source of radium. High-grade pitchblende ores and radium concentrates are shipped from the mine to a plant at Port Hope in Ontario, 4,000 miles distant, for the extraction of radium, and for the recovery of uranium and other by-products, while the silver concentrates are



Head City Biscuit Company

J. A. TUPPER
Well is the first in Edmonton's steady march toward a more prosperous tomorrow is the Sunland Biscuit Co., Ltd., which has been turning out high class products in this city for several years. Theo Bartachi, president of the firm, and J. A. Tupper, general manager, have repeatedly demonstrated their faith in the future of Edmonton as a business centre of growing importance. That faith has been justified.



Theo Bartachi

shipped to an American smelter. The mine has been developed to a depth of over 900 feet, and the mill is treating approximately 125 tons of ore daily. The potential capacity of the refinery at Port Hope is 126 grammes of radium annually.

YELLOWKNIFE RIVER

Following the discoveries at Great Bear Lake prospecting for minerals was widespread. Gold was discovered on Outpost Island in Great Slave Lake in 1934, and in 1935 discoveries of rich gold-bearing ore were made in the Yellowknife river area, immediately north of the same lake. Other discoveries followed, both in this area and in the adjoining Gordon Lake area. By the summer of 1938 the 9,000-square-mile region had become one of the busiest zones of prospecting and exploratory activity in the country. Further discoveries of promise made during that year heightened the interest in the area, and history was made early in September, when the first gold brick produced in the Northwest Territories was poured at a property in the Yellowknife river area. Thus the first milestone was passed, and the second was reached recently when another property in the same area poured its first gold brick. Accordingly, developments will be watched with particular interest.

The natural resources of the Territories, however, are not confined to minerals alone, for since 1922 furs to the total value of approximately \$29,000,000 have been harvested from this section of Canada. Chief among the other natural resources are the timber lands, which, for the most part, are suitable chiefly as a source of building materials and as

fuel, and the available supplies of water power.

SERIOUS PROBLEM

A rather serious problem in the early days, transportation into the Northwest Territories, is now fairly well organized. The principal inland water route is afforded by the Mackenzie river and its tributaries, the only obstruction to through-steamship travel from the end of steel at Waterways in the Arctic ocean being the Slave river rapids, which extend a distance of 16 miles from Fitzgerald to Fort Smith in the Northwest Territories, and along which a road has been constructed.

BY WATER AND AIR

During 1938 a total of 20,000 tons of freight to and from Northwest Territories was handled by watercraft and an additional 1,500 tons were carried by aircraft. The former figure includes the 726,000 gallons of oil moved by tanker barges from the wells at Norman, about 60 miles west of Great Bear Lake, but does not include the 5,000 tons of freight shipped to the goldfields area north of Lake Athabasca in Saskatchewan, where a large low-grade gold deposit has been outlined. Discovered in 1920 these wells now supply most of the fuel oil requirements of the mining companies in the Northwest Territories. The fact that part of the oil requirements were obtained from the bituminous sand deposits of northern Alberta suggests that mining operations in the Territories may eventually pave the way for the active development of the deposits.

Knowledge of the resources of the

Lake Resorts Prove Popular

The lake resorts of Alberta provide a welcome change from the forest and mountain areas, and a few days spent at any of the safe and sunny beaches will work wonders with a tired body. More than a dozen of the lakes have attractive summer resorts, most of them reached by motor or train.

These are the more prominent: Chestermere Lake: 11 miles east of Calgary, Highway No. 2.

Gull Lake: 10 miles west of Lacombe, Highway No. 1 to Aspen Beach.

Sylvan Lake: Highway 1 to Red Deer, Highway 11 to lake, 14 miles.

Cooking Lake: 23 miles east of Edmonton, Highway 14.

Cold Lake: 200 miles north-east of Edmonton, C.N.R. trains, local roads.

Lake La Biche: 140 miles north-east of Edmonton, Northern Alberta Railway trains, local roads.

Lake St. Anne, Alberta Beach: 30 miles west of Edmonton, Highways 16 and 17.

Lake Wabamun, Seba Beach: 60 miles west of Edmonton, Highway 16.

Geogon Lake: 60 miles south-west of Edmonton, Highway 1 to Millet, local road to west, or Highway 1 to Wetaskiwin, then gravelled highway to lake, 26 miles.

Memorial Tablet Shown To Public
The memorial tablet to Rev. George McDougall was placed in position in the Methodist church last week. It is a plain, of white marble, set on black slate. The inscription is in English and Cree. It reads: "Let not your hearts be troubled. In memory of Reverend George McDougall. I am the resurrection and the life."

Old Man River Sinking Lower

It is the general impression amongst old river men that the present is going to be a season of low water in the Saskatchewan. During all the earlier part of the season the water was high, which is not in the ordinary course and they think the warm weather which prevailed then melted the greater part of the snow so that little remains now, leaving the rise of water to depend altogether on the summer rainfall.

—Edmonton Bulletin, Aug. 30, 1933

Territories, more particularly of the minerals, is increasing year by year. Developments have not as yet progressed sufficiently to forecast their ultimate future, but events of the past few years make hopeful that in this vast area will be found worthy rivals of the great mining fields of Colorado and Kirkland Lake in Ontario.

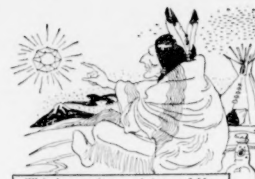


U-magic crystal

A Quite-so-Story, way after Rxdyrd Kxplng

IN the high and far-off times, Oh Best Beloved, when the world was young and Canada a glacier—and don't ask what a glacier is cos it's much too cold a story to tell today—well, in these far-off days, a heap big medicine man called Ho-Hum (which means Heap-Clever-Rain-Maker-Thunder-Stopper) had a very large and very precious crystal. It was, in fact, a magic crystal . . . And so when Ho-Hum knew he was soon going to the Happy Hunting Grounds—which is an awful special mystery and another story and most certainly better than living on a glacier—he spoke a heap, big spell and the glacier split in two with a great crash, POW! And down went Ho-Hum—or, as his mother used to call him for short, Heap-Clever-Rain-Maker-Thunder-Stopper. And he spoke another spell,

PANG! A great hole opened and at the bottom of the hole he hid his crystal, saying these magic words: "Some day um heap big white chief make big hole, mighty fine water clear as um crystal spring." And that is how come London Deep-Well Water, which is one of the things that gives Crystal Lager its truly wonderful, truly Lager taste.



This is a quite-so-picture of Ho-Hum. He is sitting on the glacier but you can't see it because all this writing is in the way. He is just going to open the glacier POW! The gleaming Octahedron is the magic crystal. The wicky-up thing is his wigwam. The bottle is Crystal Lager—I don't know what it's doing there except I'm just going to have one!



People who have "been around" and are accustomed to the finest old-world Lager and Pilsner beers report that the NEW Crystal Lager has for the first time in Canada captured the true Lager flavour! Neither too bitter, nor too sweet! Try the NEW Crystal Lager next time! JOHN LABAT LIMITED London • Canada

This advertisement is not inserted by the Alberta Liquor Control Board or by the Government of the Province of Alberta.

OSLER, HAMMOND & NANTON LIMITED

GENERAL MANAGERS FOR

THE CALGARY & EDMONTON CORPORATION LIMITED

SECURITY ASSETS COMPANY LIMITED

AND OTHER OWNERS OF

Petroleum and Natural Gas Rights

FOR LEASE TERMS

APPLY TO

OSLER, HAMMOND & NANTON LIMITED

CANADA LIFE BUILDING, CALGARY, ALBERTA

OR

NANTON BUILDING, WINNIPEG, MANITOBA

Edmonton's UTILITIES

... are in their entirety
HOME OWNED
and
CONTROLLED...

by the Citizens of Edmonton

The Utilities of the City of Edmonton are Big Business today. The Citizens have almost \$17,000,000 invested in their Utilities and from the Power, Electric Light, Street Railway, Telephone and Waterworks Depts. the City received in 1939, a net surplus and taxes of \$1,076,408.88. The combined Light and Water rates, Telephone charges and Street Railway fares are probably the lowest in Canada... and the services are not surpassed anywhere in the Dominion.

- Light • Telephone • Water
- Street Railway • Power

*Edmonton Congratulates
The Bulletin on the Event of
its Diamond Jubilee*

Power Plant

Generating Capacity 1891—
25 K.W. Generating Capacity
1939—20,200 K.W. The bulk of
the City's energy is now be-
ing produced by the latest
and most efficient types of
boilers and generators.

Electric Light Distribution

In 1902 this department sold
16,000 K.W. Hours of electric-
ity. In 1939 this one depart-
ment's business had grown
to a sale of 74,525,600
K.W. Hours.

Street Railway

Lowest fares in Canada, and some of the
most modern transportation equipment
are the highlights of our Publicly owned
Street Railway Department.
Passengers carried in 1939—2,160,125.
Passengers carried in 1938—15,658,583.

City Telephone System

From 421 telephones in 1905 to 19245 telephones
in service in the city in 1939, the growth of
the Telephone Department has certainly re-
flected the public's appreciation of efficient
and low cost service.

Waterworks Dept.

The purity of all water supplied to the citi-
zens is well proven by the fact that the city
has never suffered from any epidemic of dis-
ease traceable to waterborne infection.
Above is pictured just one of Edmonton's
publicly owned pools, where the water is
being constantly purified.

Town Incorporation Creates Excitement

FIRST TRAVELLER
HERE IN 1883

**Automobiles Find
Canada An Easy
Place For Travel**

Sight-Seers Assured of Many Varied, Happy Moments

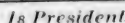
land and the extensive and growing agricultural region that surrounds it far and wide.

Automobiles Find Canada An Easy Place For Travel

Automobiles for touring are admitted to Canada generally under a 60-day entry permit, which may on application be extended to six

MANY ANIMALS ROAM ALBERTA

and a keen eye. In fact, the eye is the most important part of the machine.



LOTS OF SUNSHINE
It is a land of sunshine by d

35 YEARS
Selling Famous
C.C.M.
BICYCLES

We DOUBLED Our Store Size

TRADE
YOUR OL
WHEEL



We Carry the Famous
Harley-Davidson and
B.S.A. Motorcycles

SMITH'S
CYCLE
STORE

10226 97 St. Phone 22639
BABY CARRIAGES
REPAIRED AND RE-TIRED
KEYS MADE
WELDING.

YES!...

We'll Be at
THE FAIR
As Usual!

JACK HAYS TAXI STAND

At 2 Places
MAIN GATE WOMEN'S BUILDING

Phone 2-2-1-1-1

J. L. TIPP & SONS LTD.

have been making good clothes
since 1890
50 Years of
Fine Tailoring

Genuine
BRITISH
WOOLLENS

Genuine British Woollens are hard to obtain and becoming scarcer each day. It would be a wise move indeed to order your suit or fall coat now while our stock is at its best. All suits and coats hand tailored on our own premises. J. L. Tipp & Sons guarantee satisfaction or money refunded.

Order Now at Pre-War Prices

228 TEGLER BLDG.
Second Floor
PHONE 26736



CANADA LIFE

GEO. LOMAS, C.L.U., Manager for Alberta



34 years of friendliness

[illegible]

Henry Graham & Reid
COMPLETE HOME FURNISHINGS LTD.
5905 Jervis Ave. - Phone 2-2042 - 24030

1940 EDMONTON EXHIBITION

**JULY
15-20**

**6 SPECTACULAR
DAYS**

- **Livestock and Agricultural Exhibits**
Judging starts Tuesday, 10:00 a.m.

- **See "Flying Colors"**
A magnificent stage production every evening in front of grandstand.

- **Royal American Shows Midway**
The most amazing carnival amusement organization in the world brings new thrillers . . . new rides . . . new shows to the magic thoroughfare of fun and laughter.

- **Gigantic Fireworks Displays**
On Tuesday and Friday evenings immediately following the grandstand performances.

- **Basketball and Horseshoe Pitching Tournaments**

- **Manufacturers' Building**
Packed to capacity with interesting exhibits and demonstrations. Mammoth Machinery Exhibit.

Edmonton invites you to Western Canada's premier Livestock and Agricultural Show—opening Monday, July 15th. You will see unsurpassed Livestock and Farm exhibits—educational, industrial and commercial displays. You will enjoy an entertainment programme featuring world-famous stars of the stage, screen and radio. Come and bring your family for a real holiday at Northern Alberta's big annual Carnival of Fun.

FAIR WEEK CALENDAR

MONDAY: Children's Day. Official Opening by Hon. Chief Justice Horace Harvey.

TUESDAY: Farmers' Day. Livestock judging in all departments.

WEDNESDAY: Citizens' Day. Grand parade of prize-winning livestock in front of grandstand at the start of the evening show.

THURSDAY: Old Timers' Day. Meet your friends, renew old acquaintances at the Old Timers' Cabin.

FRIDAY: Travellers' Day.

SATURDAY: Carnival Day and the grand finale.

GRANDSTAND RESERVED SEATS

On Sale Downtown at MIKE'S
From 10:00 a.m., Friday, July 12th, to
Saturday, July 13th.
And at Exhibition Grounds during Fair Week, from
12 Noon—all afternoon and evening.



**SIX
DAYS
of
HORSE
RACES**

SEVEN RACES EVERY DAY

OVER CANADA'S FASTEST HALF-MILE TRACK

Starting 2:30 p.m. Daily

Pari-Mutuel System

Advance Sale of Admission Tickets

At the
REDUCED PRICE OF **5 for \$1.00**

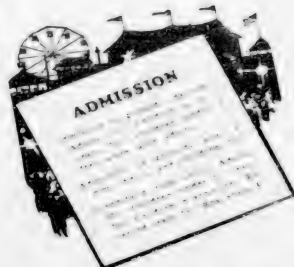
Positively Closes Saturday, July 13th

DURING FAIR WEEK REGULAR ADMISSION PRICES WILL BE IN EFFECT
Advance Sale tickets purchased at 5 for \$1.00 are good for admission to the grounds at any hour.

EDMONTON EXHIBITION ASSOCIATION LTD.

CHAS. E. WILSON,
President.

P. W. ABBOTT, K.C.,
Managing Director.



Gates Open to the Public,
Monday, July 15th,
at 12:00 Noon
And all other days at 10:00 a.m.

WHERE CITY AND COUNTRY MEET

Vast Dominion Forged By Men With Vision, Foresight

Canadian History Filled With Stories Unremitting Effort

Canada's history falls into two periods, in the first the long struggle of England and France for supremacy in North America, in the second the growth under British rule of a conquered colony, at first entirely French into a nation occupying half a continent. The story covers four centuries. In 1534-35 Jacques Cartier claimed Canada for France and sailed up the St. Lawrence for a thousand miles from the open sea to the Indian village of Hochelaga, now Montreal, when only fishermen and traders in furs frequented Canadian coasts.

After 1600 the French made a permanent settlement at Quebec, and in 1608 the first English settlement was founded at Jamestown, Virginia. In 1609 the first French settlement was founded at Quebec, and in 1608 the first English settlement was founded at Jamestown, Virginia.

RELUCTANT TO MOVE
The French are reluctant to move from the old Quebec, and the English are reluctant to move from the old Jamestown. The French are reluctant to move from the old Quebec, and the English are reluctant to move from the old Jamestown.



Bank Head

SAMUEL DE CHAMPLAIN
Samuel de Champlain, a French explorer and cartographer, was born in 1568 in Breton, France. He was a member of the Society of Jesus, and he was a member of the Society of Jesus.

He was a member of the Society of Jesus, and he was a member of the Society of Jesus. He was a member of the Society of Jesus, and he was a member of the Society of Jesus.

STRUGGLE FOR SOULS
The struggle for souls was a long and hard one. It was a struggle for souls, and it was a struggle for souls.

The struggle for souls was a long and hard one. It was a struggle for souls, and it was a struggle for souls.

BOSTON ASSAULT
The Boston assault was a long and hard one. It was a struggle for souls, and it was a struggle for souls.

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TREATY OF PARIS

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President

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Prominent

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Weather Varied In Olden Times

Month	Temperature
Jan.	10
Feb.	15
Mar.	20
Apr.	25
May	30
June	35
July	40
Aug.	45
Sept.	50
Oct.	55
Nov.	60
Dec.	65

Record Trip Made From Winnipeg

A record trip was made from Winnipeg to the coast of British Columbia. The trip was made by a group of men who were traveling by train.

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SPEND Your HOLIDAY in the HILLS

SPEND Your HOLIDAY in the HILLS. This is a great place to spend your holiday. It is a great place to spend your holiday.

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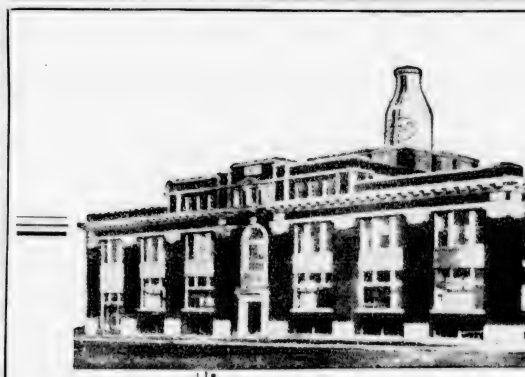
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CASH LOANS
Can be made quickly here for CASH OWNERS with good references. No need to wait for a loan. No need to wait for a loan.

Sterling Finance Corp. Ltd.
488 Taylor Bldg. Phone 2628
License No. 25 under "The Small Loans Act" (1930) Chapter 10, Section 10.



Marching Forward With the Years...

Marching Forward With the Years... This is a great place to spend your holiday. It is a great place to spend your holiday.

Marching Forward With the Years... This is a great place to spend your holiday. It is a great place to spend your holiday.

Marching Forward With the Years... This is a great place to spend your holiday. It is a great place to spend your holiday.

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why you should send your cleaning to the

DOLLAR CLEANERS

1. You get the best cleaning service.
2. The prices are the lowest possible and still a dollar.
3. The service is prompt and reliable.
4. The service is prompt and reliable.
5. The service is prompt and reliable.
6. The service is prompt and reliable.
7. The service is prompt and reliable.
8. The service is prompt and reliable.
9. The service is prompt and reliable.
10. The service is prompt and reliable.
11. The service is prompt and reliable.
12. The service is prompt and reliable.

PERFECT CLEANING!

SUITS 3-Pec. Men's
DRESSES 1-Pec. (Plain)
COATS Spring
SUITS Ladies' Wool or Tailored

39^c

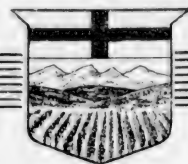
DOLLAR CLEANERS
PHONE 23513

The Edmonton Junior Chamber of Commerce

Extends best wishes to Edmonton Bulletin on its 60th Birthday
Good Luck to You!

At the Edmonton Exhibition
Visit the E C D Booth in the Manufacturers' Building

INSIST ON ECD PRODUCTS
• Milk • Cream • Ice Cream
The Edmonton City Dairy Ltd.
Telephone 25151
Makers of "CITY DAIRY" BUTTER



ALBERTA—*The Province of the Pioneer*

IS SHAPING A GREAT FUTURE WITH HER PROGRESSIVE PEOPLE AND BOUNTIFUL RESOURCES

In the days when the first pioneer wagons rumbled over the rough prairie sod, the eyes of early homesteaders were filled with the vision of a new land. They saw a vast agricultural community of free men to whom nature would grant a worthwhile living while the British Flag waved protectingly above them.

The West infused them with the self-reliance and progressiveness which characterizes this country and they gladly laboured with mind and muscle to achieve their plans.

In its new pattern of homes, fields, railways and towns, the landscape gradually showed how the pioneers' vision was unfolding into a happy reality.

Alberta's Lap Contains Resources Far Beyond Early Expectations

Mothering her brood of brave settlers, Alberta dipped into her aged resources and gave generously of her hidden treasures. One by one they were revealed . . . Grain-growing—Cattle-raising—Dairying—Lumbering—Coal-mining—Oil wells—Gas wells—Fur Farming—Sugar-producing—Manufacturing and so on. Alberta's natural gifts have been so bountiful that today this is the second richest province in the Dominion, in per capita wealth. The provincial wealth is in round figures nearly \$3,000 per citizen. Compare this with Alberta's position 60, 50 or even 40 years ago and the progress the province has made is astounding. When "The Bulletin" was established the population within the boundaries of the present province was very sparse and scattered over a vast area; it is now approximately 877,926. While the estimated wealth of the province is about \$2,239,133,600, who of our early settlers ever dreamed of a development such as this? And yet every citizen of Alberta knows that even now a still greater future is shaping. A great community of progressive people—a wise and vaster use of natural resources—a co-operative solidarity with the rest of Canada await the greater Alberta of the coming years.

Alberta's Growth Has Aided Growth of Entire Dominion

The rapid development of Alberta and the other prairie provinces greatly aided the rise of Canada as an industrial nation. Co-operation between all provinces and the cultivation of overseas markets, promoted the sale abroad of products coming from Alberta. Favourable trading conditions were sought by the Federal Government and under the stimulus of demand from abroad Canada rose to an important position as an exporting nation. For many years now, Canada has ranked either fifth or fourth among the world's leading national exporters.

Alberta, like most of the other provinces in our Dominion, produces far more than her own populace can consume. Markets for surplus products must be found in other provinces and abroad in order to provide employment and prosperity at home. While Alberta has been busily engaged in producing, the Government at Ottawa, through the Department of Trade and Commerce, have made it their business to find profitable outlets in other countries for the commodities Alberta has to sell.

All provinces have progressed with Alberta in this era of home development and growth of export trade. During the past twenty-five years, Canada's exports have increased 113 per cent. At the beginning of 1940 the Dominion's annual revenue from trade with other countries had risen to approximately \$969,000,000.

Canada Destined to Become Stronghold of British Commonwealth

The national view of Canada's progress is impressive. Our provinces and territories have jointly nurtured the Dominion from a small

crown colony to a mature industrial nation. Aided by a favourable geographical situation and the enormous growth of industries of all kinds, Canada is now in a key position of Empire strength. From this time forward, Canada will certainly be developed as a strategic supply base for the British Empire and friendly foreign nations. Already the flow of Canadian supplies is proceeding to the Motherland in a vast volume and each week that volume is increased to meet the urgent need of an Empire at war.

It is gratifying to reflect that the growth of provinces and the development of their resources has endowed the Dominion with strength and ability. Never before in all our progressive history as a nation, has Canada been able to offer the Empire such resources as we offer now. In the early years of this century, certain enthusiasts often referred to Canada as "The Brightest Jewel in the British Crown" and who shall say that their prophecy did not contain a modicum of truth?

Friendly Foreign Countries Also Depend Upon Canada for Certain Supplies

Widespread hostilities and the British economic blockade have profoundly altered the trade outlook throughout the world. Many sources of supply are cut off and because Canada has abundant resources, other nations are turning to us for a sizable proportion of their needs. Markets worth millions are available to enterprising producers and manufacturers. Markets, not alone for the products we can now supply, but other products which we can design and make to meet the existing need.

How Federal Government Helps With Trade

Through trade lies the way to a greater Canada. Our records of the past vividly illustrate Canada's capacity for scores of enterprises of a productive nature. We of the Western World, shaping our policies in accordance with British ideals, are building our export trade upon fair and friendly dealings and a readiness to buy from the countries to which we sell.

Canada has ambassadors of export trade in the persons of Trade Commissioners stationed in many other lands. Through these Commissioners the Department of Trade and Commerce assists the Canadian Exporter in locating profitable markets. The Commissioners contact thousands of persons abroad who are likely to be interested in purchasing Canadian commodities. They also send reports upon new products which Canada could manufacture from her abundant raw materials. In recent years the activities of the Department of Trade and Commerce have led to the establishment of trade connections whereby many millions of dollars worth of new business has come to Canada, creating employment and prosperity.

The Department will cordially give the utmost assistance to Canadian business men who realize the possibilities inherent in export trade. Authentic and up-to-date information on all and any phase of export trade is immediately available to persons interested. Furthermore the aid of the Department is assured in making export trade ventures a success.



DEPARTMENT OF TRADE AND COMMERCE

HON. JAMES A. MacKINNON, M.P., Minister.
J. G. PARMELEE, Deputy Minister.

Artistic Achievements Early In Newly Settled Area

Edmonton Musicians Dean Reminisces On Early Activity Here

By VERNON W. BARFORD

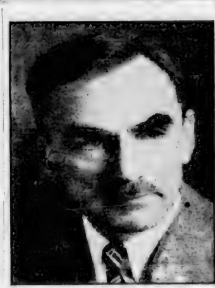
How do you spell the verb which one likes to coin from the noun "reminiscent"? Anyway, I've been asked to "reminisce" about the musical happenings of our great and glorious city during the past half century; something of an undertaking and I'm not going to promise to be especially interesting excepting to "old-timers," for they, with me, will share the pleasure of looking back on and enjoying the recollection of many a golden highlight in the musical life of our city.

The past fifty years have held for many of our citizens an article of reasonable length and so I am going to tell you of some of the outstanding events which took place during the first decade of the present century.

Will you let me step back into the close of the last century for a moment, just to tell you of performances of two "worth-while" secular cantatas, "Rose Maiden" and "Maiden's May Queen"? These were given under the direction of A. G. Randall who was, at the time, choir-master at First Presbyterian church, and, if my memory is correct, city clerk. The first of these works waited until last year for a second performance in its entirety, although the popular "Wedding Chorus" frequently finds a place in our concert programmes today. "The May Queen" was reproduced in 1911 by the Strathcona Choral Society under the direction of Chas. E. K. Cox, (also city clerk at the time).

On the 24th of 1901 The Bulletin commenced its publication. It was the first of its kind in the city, and its publication was a great help to the city. It was the first of its kind in the city, and its publication was a great help to the city. It was the first of its kind in the city, and its publication was a great help to the city.

On this occasion the chorus sang up to their knees—on Wed. it was a beautiful show for those days. The Society went behind to the extent of over four hundred dollars, but as the members had been wise enough to name J. J. Anderson, manager of the Union bank, as their president, the singing of a note or two temporarily removed financial worries. I think the following reputation sang there, the following reputation sang there, the following reputation sang there.



Dean

VERNON W. BARFORD, dean of Edmonton musicians, who in an article in this issue, recalls many interesting highlights of his 40 years here. Since 1900 he has been organist and choir-master of All Saints Cathedral and has been prominent in many lines of musical endeavor.

enough to republish; let me just note that Edmonton's mayor at the time was William Shortt.

CHRONICLES
1. Now it came to pass in the days of short, the high priest, in the country that is beyond the Saskatchewan.

2. That there arose a leader among the Levites, who said, go ye to let us gather together the singers of the city and let us make much sweet music.

3. So that the people may rejoice greatly, and in their gladness shall our many songs be sung.

4. Then shall we take of the shekels that remain over and with them endow many hospitals.

5. So shall those who are sick rise up and bless us greatly.

6. And peradventure we shall have heaps of fun in the process.

7. So the singers gathered themselves together, and for many moons there was a muchness of merriment in the air.

8. For they rose up early in the morning and sang lustily, and in the evening their strains rang over the city.

9. Likewise did they who blow the big drum and the slide trombone.

10. Then said they each to his neighbour, yea, and in the strange-ness within their gates.

11. Come with us and hear our tub, to be joyful, and forget not your dollar too.

12. And they came unto the place which is called an Opera House, and did cast of their gold and silver into the treasury not a few.

13. And they did watch the damsel make merry and the young men disport themselves amid the weeping hours.

14. Verily their souls were filled with music, heavenly maid, and their faces with grins.

15. For they combined with the serine and the leader, which being interpreted in the vulgar tongue is merrily and merrily.

16. Also did they do a weep or two with the rich man, they were leak weeps.

17. Then they departed every one to his own room, saying, Truly it was a great show, belah!

18. But among the sweet singers when they had taken reckoning of the shekels and had discounted the Yankee silver, there was much tribulation and many full grown sorrows.

19. For behold their Carnatic dreams, sanctified as doth the newspaper subscriber who payeth not in advance, and as a tale that is not told, it was not.

During the succeeding years the society produced just a dozen of the most popular comic operas and musical comedies, the of them, "Tom, Dick and Harry" being taken to Calgary for a three-day run. My own personal preference for the music would be for the production of "The Mikado." When, for financial reasons, the Mikado theatre would not accommodate audiences sufficiently large to cover the cost of the quite elaborate productions, the society was discontinued, the "Kivoo" Opera Company was organized, and, for many years, carried on the good work while during last season, in less than fifteen years were produced by different amateur organizations.

While to the choir of All Saints' Church may go the credit of giving the first performance in Edmonton of that still immensely popular sacred cantata, "The Crucifixion," this in 1901, real Oratorio had its beginnings with a fairly complete performance of Gounod's "Redemption" in 1905 under the baton of Percy Hook who was at that time in charge of the music at All Saints' College, but it is in Jackson Hanbo, more than to any other individual, that Edmonton owes a debt for its introduction in Oratorio.

from W. G. F. 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Fishermen Enjoy Alberta

For Real Angling Fun
Keep Plugging Along

By H. D. CARRIGAN

Recreational fishing is an old art and the first recorded instance of its application is contained in the second edition of the Book of St. Albans, printed by Wynken de Worde, sometime in the fifteenth century in Westminster. In this famous work is found the first use of fishing with an Angler's lure, attributed to Dame Juliana, daughter of the Duke of Burgundy. This Juliana, it is said, was a great fisher and she was the first to add instruction to the art of fishing with a lure.

EACH GUARANTEED

There are many reasons why fishing is so popular in Alberta. The first is the fact that the province is so large and so full of water that there is always a place where one can go to fish. The second is the fact that the weather is so good in Alberta that one can go fishing all year long.

But if you are a beginner, you may be a little bit nervous. Don't worry. The Department of Agriculture has a lot of information for you. They have a lot of books and pamphlets that will tell you everything you need to know about fishing in Alberta.

There is also a lot of information in the newspapers and magazines. You can find out a lot about fishing in Alberta by reading the news.

So, if you are a beginner, don't worry. There is a lot of information for you. The Department of Agriculture has a lot of information for you. They have a lot of books and pamphlets that will tell you everything you need to know about fishing in Alberta.

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First Premier

Indian Jesse James was the first Premier of Alberta. He was a very famous Indian and he was a very good leader. He was a very good man and he was a very good leader.

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ALBERTA HAS PLAYGROUNDS GREAT BEAUTY

Scenic Grandeur Impressive in Several National Parks

In the settlement of a rugged, scenic lands are more suited to fishing, sports, or grazing, for the most part. But other lands are more suited for the tourist and the recreation of the people. This is particularly true of the large portions of western Alberta. Alberta has not only some of the most beautiful scenery in the world, but it has also some of the most beautiful scenery in the world.

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more than 10,000 feet above sea level, and about some of the most rugged scenery in the world.

This year, between July 1st and 31st, the Alpine Club of Canada is holding the 10th annual meeting in the town of Banff, Alberta. The meeting is being held in the town of Banff, Alberta, and it is a very important meeting for the club.

There is also a lot of information in the newspapers and magazines. You can find out a lot about fishing in Alberta by reading the news.

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Province of Alberta DEPARTMENT OF AGRICULTURE Services and Improvement

Services are offered to meet the needs of rural communities and policies are sponsored to improve all forms of agriculture in Alberta.

Livestock Improvement Policies

BULL EXCHANGE POLICY—Provision is made to exchange inferior sires for pure bred bulls of approved type.

BOAR EXCHANGE POLICY—Removal of undesirable sires and sows and replacement with pure bred bacon type boars is conducted under this policy.

CO-OPERATIVE STALLION PURCHASE POLICY—Raise good horses by taking advantage of this policy which provides for the cooperative purchase of stallions by groups of farmers.

FEEDER ASSOCIATIONS

Alberta Stock Plus Alberta Feed Equals Finished Livestock

The Feeder Association policy provides financial assistance to organized groups to purchase cattle and lambs for finishing in Alberta feed lots.

PROVINCIAL VETERINARY LABORATORY

The Department established a Veterinary Laboratory to study livestock diseases and to develop methods for their control.

Field Crop Improvement

THE ALBERTA CROP IMPROVEMENT ASSOCIATION seeks to improve the quality of Alberta grain crops by encouraging the use of registered and certified seed. The Department of Agriculture, the Seed Growers, and the Line and Farmer-owned elevators co-operate to make the best seed available.

A FORAGE CROP POLICY is operated whereby farmers may obtain forage crop seed at reduced prices.

SCHOOLS OF AGRICULTURE AND PROVINCIAL FARMS OLDS AND VERMILION

Classes in Agriculture for Boys and Home Economics for Girls are held. The schools are in Vermilion and Olds in Alberta. Freehold schools for boys and girls.

High grade herds of horses, cattle, sheep and swine are maintained for instruction at the schools and as sources of breeding stock for Alberta breeders.

HORTICULTURAL STATION, BROOKS

New varieties of nursery stock, fruit and vegetables are tested and growing. Experiments are propagated. Assistance is given in laying out farm gardens and orchards.

Extension Services

DISTRICT AGRICULTURISTS are located at many points in the Province to aid farmers with their problems and promote activities for the benefit of rural communities.

PUBLICATIONS—Bulletins on Agriculture and Home Economics have been published. Write for additional information.

FIELD DAYS AND SHORT COURSES are conducted for the benefit of farmers. Freehold schools and demonstration are also conducted.

BOYS' AND GIRLS' JUNIOR CLUBS are organized and promoted under the auspices of the Department of Agriculture.

WOMEN'S EXTENSION PROGRAM—Home Demonstration Agents are present in groups of rural women during the summer months.

Dairy Branch

Through extension, dairy farming is being improved. The dairy branch is working on the improvement of the dairy industry in the Province of Alberta.

Poultry Branch

The poultry branch is working on the improvement of the poultry industry in the Province of Alberta. It is working on the improvement of the poultry industry in the Province of Alberta.

Fish and Game Branch

The fish and game branch is working on the improvement of the fish and game industry in the Province of Alberta. It is working on the improvement of the fish and game industry in the Province of Alberta.

Land Settlement

Assistance is provided for settlers in the land settlement program. The land settlement program is working on the improvement of the land settlement program in the Province of Alberta.

Full particulars regarding these and other services can be obtained on request.

Write to

Department of Agriculture

EDMONTON, ALBERTA

J. B. SWEENEY,
Deputy Minister

HON. D. B. MILLER,
Minister of Agriculture

The CANADA METAL

Co. Ltd.

WINNIPEG MANITOBA

Manufacturers of

TYPE METALS

SOLDERS

BABBITT METALS

LEAD PIPE

SHEET LEAD

AND ALL

WHITE METAL ALLOYS

Also Carry in Stock

Ingot Copper, Tin, Zinc,

Lead, Bismuth, Antimony

Joins in

Congratulations

to The

Edmonton Bulletin

On the 60th Anniversary
of their Founding

for
28
years
the
name

McDERMID'S

... has stood for the best
in Western Canada

"A McDERMID PORTRAIT IS ALWAYS
A DISTINCTIVE PORTRAIT"

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Plains Riders Provide Glittering West Romance

Mounted Police Work Always Associated With West Canada

The Royal Canadian Mounted Police have been very closely associated with the history of Canada from 1873 onwards. By an Act of Parliament, passed on May 23 of that year, authority was given for the formation of a police force not to exceed 800 men for duty in the North West Territories, and in August an Order-in-Council authorized recruiting to begin.

A force had been rendered necessary by the discovery of gold in the country west of the Province of Manitoba, and the discovery of gold in the country west of the Province of Manitoba, and the discovery of gold in the country west of the Province of Manitoba.

The force was organized in 1873, and the following year it was increased to 1,000 men. The force was organized in 1873, and the following year it was increased to 1,000 men. The force was organized in 1873, and the following year it was increased to 1,000 men.

SITTING BULL SIOUX

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POSTS STARTED

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HE MORE THAN DOUBLED HIS MONEY!



Actual Case History of Policy No. 42 074

As a thirty year old, this man bought a Mutual Life of Canada \$1,000.00 Insurance Policy for \$20.00. Here's what happened. Premiums for 40 years \$816.00. Dividends accumulated \$1,000.00. Total \$1,816.00. He now has \$1,816.00 more than he paid for his policy.

Let The Mutual of Canada help you plan your future. The above is a definite example of the Mutual of Canada's policy. It is a policy that has been in force for 40 years. It is a policy that has been in force for 40 years.

BY SAVING! You can save \$1,000.00 by buying a Mutual of Canada policy. It is a policy that has been in force for 40 years. It is a policy that has been in force for 40 years.

THE MUTUAL LIFE OF CANADA
Established 1859
Head Office: Waterloo, Ont.
"Owned by the Policyholders!"
BRANCH OFFICE: 210-219 Empire Block, Edmonton, Alberta.
C. M. HORNBER, C.L.U., Branch Manager

HUGE AMOUNT SPENT YEARLY ON FISHING

Canada Gets Fair Share Of Expenditure By Sportsmen

This is no fish story but a plain statement of fact, as made by the statistician of one of America's biggest tackle manufacturers. American holiday-makers spend \$1,200,000,000 annually on fishing. They spend on rods, reels, lures, baits, travel expenses and conveniences the biggest slice of the entire American sports bill of \$4,000,000,000 a year—six per cent of the entire U.S. national income.

Canada gets her share of this great expenditure for nearly all the fishing waters of the continent.

Outboard Association. WORTHY WORK. All of which adds up to the fact that the fishing industry in Canada is a very important one.

domination and provincial officials in the Alberta fishing region. In fact, the fishing industry in Canada is a very important one. It is a very important one. It is a very important one.

ownership of the fishing rights in Alberta. The fishing industry in Canada is a very important one. It is a very important one. It is a very important one.

THE FUTURE. The fishing industry in Canada is a very important one. It is a very important one. It is a very important one.

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Chief

CECIL S. NETHERLAND, managing director of the Greyhound Lines, Ltd., the oldest continuous bus line in the world.

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GREYHOUND LINES IN NEW SERVICE

Among the many points of interest, the Greyhound Lines, Ltd., the oldest continuous bus line in the world.

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You can Buy it on CREDIT!

Use your available cash to buy War Stamps and Bonds and thus aid in Canada's War Effort

We will help you to use your Credit where previously Cash was needed, and thus you can outfit yourself and family with no down payment

No red tape attached to any purchase, no carrying charges. Our doors are open to everyone, so do not delay to visit the CREDIT ARCADE and avail yourself of our lenient credit terms.

You get more than CREDIT at the CREDIT ARCADE... you get the latest in wearing apparel for men, women and children at prices and terms to suit your income.

It Will Be a Credit to You to Visit the Credit Arcade

NO DOWN PAYMENT REQUIRED!

These credit Accounts may add to their Accounts. Paid Up Accounts may be opened when Accounts. These credit Accounts may add to their Accounts. Paid Up Accounts may be opened when Accounts.

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CREDIT ARCADE

The Largest Credit Store in Edmonton

10032 Jasper Ave.—One Minute East of 101 St. Phone 24436

Edmonton's Own Store

ESTABLISHED IN 1886

Takes this Opportunity to Extend Congratulations to Edmonton's Own Greater Daily Newspaper

Established in 1880... and now Commemorating its 60th Anniversary

Edmonton's Own Greater Daily Newspaper

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TRAVEL GREYHOUND TO JASPER NATIONAL PARK

Daily Bus Service
Edmonton to Jasper

Leave Edmonton 10:00 p.m. Leave Jasper 10:00 p.m.
Arrive Jasper 6:30 a.m. Arrive Edmonton 6:30 a.m.

EXCURSION \$8.15 Return from Edmonton

On Sale Daily to Sept. 11. Return limit Sept. 11, 1940.

ROUND TRIP SUMMER EXCURSIONS from EDMONTON

VANCOUVER Or VICTORIA - - \$25.85

On Sale Daily to Oct. 15th. Return limit Oct. 31, 1940.

SEATTLE \$24.85
PORTLAND \$28.85
SAN FRANCISCO \$43

On Sale Daily to Oct. 15th. Return limit Oct. 31, 1940.

Grand Circle Tour \$76.00

On Sale Daily to Oct. 15th. Return limit Oct. 31, 1940.

ROUND TRIP FOR ONE WAY FARE TO CALGARY \$4.65

On Sale July 6 to 11. Return limit July 11, 1940.

Ride the New Greyhound Super Coach to Winnipeg

2 Through Connections Daily.
1 Bus from Edmonton to Regina—No change.
1-3 Cost of driving your own car.

All schedules and fares subject to change without notice.

PHONES 23887-21462

LOW EXCURSION FARES

GREYHOUND

Johnstone Walker Limited
EST. 1886

Thrilling Tales Scrapping Recalled

Old Newspaper Carries
Stirring Story About
Riel Rebellion Battle

By A. H. COMPTON

EDSON, Alta., July 10.—Prized by an Edson man, a supplement section of the Winnipeg "Daily Sun" dated July 3, 1885, now yellowing with age, gives over 20 pages of interesting detail and eye-witness accounts with sketch maps and pictures concerning the Saskatchewan Rebellion which had ended within the preceding six weeks shortly after the capture on May 15 of Louis Riel, leader of this and the previous Red River insurrection of 1869-70. The paper notes that Riel's trial for treason was set for July 15th of that year. It will be recalled that Riel was convicted and paid the supreme penalty with eight others on the scaffold at Regina.

The newspaper gives the causes of the 1885 rebellion as the government's delay in dealing with the grievances of the Metis (half-breeds) in the North West Territories following the formation of the Province of Manitoba in 1870, the chief cause of dissatisfaction being uncertainty over land tenure.

Widespread hardships suffered by the Metis due to loss of much of their winter crop by frost in 1884 and 1885 added to the discontent and agitation amongst the disaffected people by Riel, an able and fiery leader, in a series of letters, brought the unrest to a head. An insurgent government was formed on March 7, 1885, at Batoche, about 50 miles northwest of Saskatoon, Riel being established as president. Ten thousand dollars in arms and ammunition and supplies seized by the rebels at Batoche.

HOT ENGAGEMENT

First blood was spilled March 26 in a hot engagement near Duck Lake, West Mounted Police, and volunteers from Prince Albert under Major Creaser near Duck Lake, a few miles northwest of Batoche, the insurgent government forces, Batoche capturing some government supplies and repelling the outnumbered detachment after considerable loss of life on both sides in an encounter fought in deep snow in hollows. According to the account, after the police retired, the rebels shot and killed the wounded, and it was only after considerable wrangling that seven prisoners captured by the insurgents escaped a similar fate.

With the news of the insurgent's initial success, there was grave apprehension that the Indians might rise and join the Metis in a general war against the whites. Prince Albert, Batoche, and other settlements were in the greatest danger. No time was lost in getting government forces moving. Troops were promptly ordered dispatched from the east, some units coming from as far as Halifax, N.S. Forces from the east having in negotiation with the C.P.R. line not yet completed north of Lake Superior, with great difficulty.

The 60th Battalion immediately started from Winnipeg by train for Qu'Appelle, Prince Rupert, and a force of 100 men arrived at Batoche on April 10.

On April 22 occurred the massacre of the whites at Frog Lake, some miles east of the present village of Helineburg, Alta., by the Indians under Big Bear, a number of prisoners being taken. On April 15th, Big Bear and his warriors arrived at Fort Pitt (25 miles southeast of Frog Lake), in charge of which police outpost was Inspector J. J. Dickson, and at Charles Dickens, the famous English novelist.

A hot engagement occurred at Frog Lake on April 18th, the Indians were in command, Constable Cowan being shot dead and the Indians killed and captured. The Indians were in command, Constable Cowan being shot dead and the Indians killed and captured. The Indians were in command, Constable Cowan being shot dead and the Indians killed and captured.

HARDSHIPS

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Meanwhile, toward the end of March, the insurgent forces around Batoche had taken refuge in the fort there, abandoning homes and stores south of the Battle river and about April 2nd, the allied Indians under Poundmaker, after deserting property, looting, wrecking and in some cases setting fire to the buildings, and killing five men, the damage estimated at \$200,000, and the various losses of stock, are given in considerable detail. The Indians also cut the telegraph line between Qu'Appelle and Batoche.

A Sun Life advertisement is visible at the bottom left of the page.



More Power

R. G. WAGNER was present at the meeting, who has been in charge of the rapidly increasing plant and consumption of power in this city this year is greatly in excess of the corresponding period of 1939.

Boundmaker's force retreating Poundmaker himself escaping. In this engagement, the militia had a Gatling gun supporting. Poundmaker later surrendered on May 26th to Major-General Middleton at Batoche.

Approaching Fish Creek, on the east side of the river, a sharp engagement occurred on Saturday, April 25th, the rebels retreating to the creek ravine, where they took up strong positions in rifle pits. The government force brought cannon into action to blast the insurgents out of their positions, and heavy casualties were suffered in the battle by both sides. The militia set fire to the rebel farmhouses as it advanced, and a Gatling gun (forerunner of the present-day machine gun, but fired by a hand operated crank) supported the force which attacked Batoche, a steamboat on the river taking part in the first part of the battle, though somewhat separated from the land force. The government militia strengthened their position, but were sharply checked by the rebels, whose stronghold appeared to be too well defended to take. A slow siege appeared to be inevitable, but the militia became restive, and finally on May 12th a charge was ordered, and Batoche fell before a swift bayonet attack.

Riel's terrified prisoners who were to have been shot that night were spared.

Alfred, to receive a wild acclaim.

HAND-TO-HAND FIGHT

Poundmaker's retreating west of Batoche an engagement occurred between the rebels and government forces under Colonel Durney. A hand-to-hand fight resulted in

Alpinists Find Rockies Thrill

Three men found the thrill of the Rockies in the region of the mountains. They were found by the police in the region of the mountains. They were found by the police in the region of the mountains.



Superintendent

THOMAS, SUPERINTENDENT of the city street lighting system, under whose guidance the city has become one of the most important in the province.

When Crow's Nest Pass opened up, the city was one of the most important in the province. The city was one of the most important in the province.

Edmonton is a long straggling village, beautifully situated on the north shore of the North Saskatchewan, a river about as broad as the Red River at Winnipeg, but with a much swifter current.

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Business Always Was Better Here

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Every working day the
Sun Life disburses
\$300,000 in Benefits



LAST YEAR Sun Life payments to policyholders and beneficiaries amounted to nearly \$90,000,000.

LAST YEAR 53,000 new policyholders were added to the Sun Life family.

LAST YEAR 18% of Sun Life death claims were paid within 5 years of policy issue date.

Benefits totalling more than \$11,500,000 have been paid to Sun Life Policyholders in Alberta during the last ten years.

\$40,000,000 Sun Life Annuities now in force in Alberta

SUN LIFE OF CANADA

LOCAL BRANCHES

10050 103rd St. Phone 23431

Leadership

..in any business must be deserved

AS ONE LEADER TO ANOTHER

Congratulations



"The Only Independent Biscuit Company in the Three Prairie Provinces"

The Edmonton Bulletin and The Sunland Biscuit Company are traveling together a road of progressive leadership.

While this newspaper has been building its position in its field, SUNLAND's crisp crackers and tasty Graham wafers are equally appreciative. A home package of Sunland's thousands of friends invariably say "Sunland please" when they ask for soda crackers and Graham Wafers.



Again We Say CONGRATULATIONS To You On This... Your 60th Anniversary

Sunland Biscuit Company Limited

EDMONTON

ALBERTA

A Business 500 YEARS OLD



BACK in 1440, 52 years before Columbus discovered America, Johannes Gutenberg invented printing by moveable type, and this modern invention has had a far greater and more far-reaching effect on civilization than any other invention since, with the exception of the gasoline engine.

Of course, our concern is not 500 years old, but here in our plant we have upheld the finest traditions of the Printing Craft. We have never gone in for "price cutting" because in our mind unless a piece of printing—be it letterhead, folder or one sheet—is of quality and a job well done, it is a waste of the customer's time.



Down through the years we have been in business, we have been interested in what effect your printed material will have on the one who receives it.

We know that a good printing job requires skill and care. An eye for effective presentation, a knack for judicious typography makes the difference between just an ordinary job and a piece of printed matter that is a stand-out.



Every printed piece of material is designed for a mental impression on your customer. Unless it makes a good impression, why waste the money? We'll gladly consult with you and give you the benefit of our years of experience on your next printing order.



*Everything from Business Cards
to Catalogues Handled with
Exact Care and Taste*

Our Congratulations
Edmonton Bulletin
on This, Your
60th Anniversary



E. E. PERIMETER
General Manager
Bulletin Printers Limited

BULLETIN PRINTERS

LIMITED

Telephone 26454—9616 101a Ave.

Our Representative Will Call

ANOTHER 'SUCCESS' STORY OF CANADIAN WEST

**Across the Rockies, U.D.L.
of Vancouver congratulates
Edmonton Bulletin**

THE celebration of the 60th anniversary of the founding of The Edmonton Bulletin is, in a true sense, the celebration of Edmonton itself. In the history of the capital city, what event of importance has happened but the "Bulletin" has not been there to record it?

Not significant though these past sixty years have been to Edmonton, they have been equally so to all the great Canadian West. For this reason, the people of Vancouver and all other large Western centres join with the people of Edmonton in recognizing this milestone year in the history of their city's progress. They have grown, worked and prospered together. The history of one has been the history of the other.

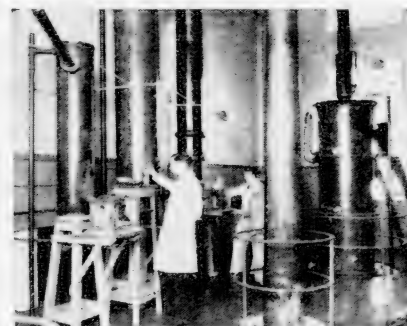
Behind the Edmonton, the Calgary, and the Vancouver of today, with their fine broad streets, their splendid buildings and their civic institutions, however, lies the story of their industrial growth. Great manufacturing have sprung up in a dozen cities of the West that not only have claimed a large share of their own home markets, but have successfully competed with the manufacturing resources of other nations in world markets. Craftsmen, making their homes in the West, have brought with them the skill and knowledge of the older lands, and where they could not be found locally, Western manufacturers have secured the world for its famous craftsmen and have brought many of them to the new country to become one of the most valuable assets in the industrial life of the West.

U.D.L. DRAWS CRAFTSMEN

An outstanding example is the United Distillers Limited of Vancouver. The Western Canadian people know that in the past thirty years U.D.L. has been a pioneer in the distilling industry of the West. It has been a pioneer in the distilling industry of the West, and it has been a pioneer in the distilling industry of the West.

In 1929, A. L. McLennan, Secretary Director of the Company, was elected to the position of President of the U.D.L. and he has since then been a pioneer in the distilling industry of the West.

And today, Western Canadians know the United Distillers Limited is a pioneer in the distilling industry of the West.



This is the testing floor of the new Gin Still House at U.D.L.



A small section of the rack-house at U.D.L. where rows of oaken casks mellow the fine whiskies that find their way into world markets. Five years is the minimum time that any whisky is matured in these racks.

But Mr. Stange was right.

That is why the U.D.L. is a pioneer in the distilling industry of the West.

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The exterior of a rack-house where 65,000 barrels of whiskies are maturing for five years.

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MAMMOTH PLANT

When the new Gin Still House at U.D.L. is completed, it will be the largest distilling plant in the West. It will be a mammoth plant, and it will be a pioneer in the distilling industry of the West.

INVITATION

And today, Western Canadians know the United Distillers Limited is a pioneer in the distilling industry of the West.



UNITED DISTILLERS LIMITED, VANCOUVER, B.C.

This advertisement is not inserted by the Alberta Liquor Control Board or by the Government of the Province of Alberta.

Muses On Old Assignments

RECALLS DAYS AS REPORTER ON BULLETIN

Stray Flashes From Memory Directed To Past

By JOHN BLUE

Thirty-four years is a long space of time to look back and re-integrate the past without a diary and merely from memory. I arrived in Edmonton early in June, 1906, to work as a reporter, having been engaged by my old school friend, Duncan Marshall, then manager of the Bulletin Printing Co.

Edmonton had been made the capital a few months before and its citizens were reveling in the sensation of living in such an important place. They saw the fulfillment of the ambitions of Simpson, Harcourt and Bowden, and of Frank Oliver, the early farmers of Stoney Plain, Clover Bar, Namsa and St. Albert.

Of course making Edmonton the capital of the foothills province was only fulfilling the promise made by the government of Canada in 1872, when the survey of the first transcontinental railway was made via Edmonton and Yellowhead Pass by Sanford Fleming. They saw justification also in the fact that our city is so close to the geographical centre of the province and the most reliably productive area thereof.

STARTED WORK

I set out on my duties one beautiful Monday morning, my assignment being to visit the hotels, take the names off the register, securing as well the names of the important newcomers to the city. The city was filled with land-seekers from almost every state south of the international line and from every province of Eastern Canada. It was an education to contact such confident adventurers and obtain their reaction to the problems of developing the West.

IN WORLD'S EYE
Alberta was in the world's eye. Free land, of excellent quality, new institutions founded on pioneer psychology and hopes were the attractions and are still reflected in our political and social life. It marked a great change from the prognostications of the "Philadelphia Gazette" made 40 years before, that the Canadian Northwest would never grow a bushel of wheat.

One of the most interesting assignments was reporting the proceedings of the legislative assembly. In those days it convened in the assembly floor of the McKay Avenue School. It was novel work for the members. Out of 25



Looks Back

JOHN BLUE, secretary-manager of the Edmonton Chamber of Commerce, who in an article written in this issue recalls his service as a reporter on the Edmonton Bulletin.

members only two were Conservatives. At first I was disappointed at not being treated to the gladiatorial combats in eloquence and debate familiar in the Ontario legislature between Ross and Whitney.

There was not a speaker in the legislature that qualified for the distinction of orator. Nevertheless, there was frequently plenty of fun and entertainment following the discussion and exchanges, especially between Boyle, Sturgeon, and Hilbert, of Disbury.

HAD COURAGE

Both paid close attention to the proceedings, had the courage of their convictions and often made witty sallies and wholesome criticisms worthy of the Commons at Ottawa or Westminster. The members of the government, led by Hon. A. C. Rutherford, and his devoted Attorney-General, Charles W. Cross, did not waste time making speeches. They worked hard on legislation and it was an instructive training to follow the government in its program in setting up de novo the civil law and institutions to serve a modern British community.

Two assignments came to my mind over the years—a trip through Southern Alberta in the harvest of 1907, and the famous lumber trial of the same year. The harvest of 1907 was the first big fall wheat crop in the province and the experiment created keen interest among farmers, grain men and officials of the provincial department of agriculture.

Naturally, The Bulletin was interested and deputed me to investigate the extent and success of the fall wheat experiment. I began my survey at Pincher Creek, securing a team of spanking "bronks" and a buckboard, we drove through thousands of acres of fall wheat

and when night came I could hardly sleep from residual echoes of the shudding of the heavy wheat heads on the bottom of the buckboard. We drove from Pincher Creek to Cardston, thence to Lethbridge through fall wheat most of the way, and were deeply impressed with the extent, vigor and quality of Alberta's great fall wheat crop. Our forecasts of yields were confirmed by the threshing returns made that autumn.

LEGAL ACTION

During the summer of 1907 there were complaints and charges from many sources that the lumber dealers of the province through their association, had combined illegally to maintain the price of lumber at too high a rate. This led to a legal action in the Supreme Court of Alberta.

The trial was interesting to me in that it was the first time I saw two of Alberta's most famous public men in action—Chief Justice Sifton and R. B. Bennett. The trial took place in Edmonton before the Chief Justice. The prosecuting attorney was Mr. S. B. Woods, deputy Attorney-General of the province, cogent, caustic in his examination of witnesses.

But it was exhilarating to follow Mr. Bennett, defence counsel for the lumbermen, especially in his closing address to the bench, which took over two hours. It was a fine and trenchant effort, worthy of the trial and Mr. Bennett's reputation as an orator.

FINISH ADDRESSES

The addresses to the bench finished about 4 p.m. and everyone in the court thought Chief Justice Sifton would adjourn the court and give judgment the next day. On the contrary, he straightened up in his seat, adjusted his gown and began to deliver judgment. It took just about 20 minutes to review the evidence and address the counsel, finishing up with a verdict against the Lumbermen's Association, all in conformity with Siftonian legend in the province.

STUDIED PAPER

During the period I was a reporter on the Bulletin it was my practice to consult the old files of the paper. My purpose was to learn of the early history of Edmonton and

"Bad Lands" Make Inspiring Sight

Awe-inspiring, mystifying, compelling reflection on the immensity of the ages and yielding treasures millions of years old, the so-called "Bad Lands" of the Red Deer River valley have commanded the attention of scientific experts for years. Collectors from the leading museums of the world have come here in search of the remains of prehistoric life, and many of these specimens may now be seen in the cultural centres of London and New York. Only recently, however, have the wonders of this area been accessible for the lay visitor. Wind, rain and other elements of nature have played strange pranks with the features of this weird land as the pictures bear witness.

A visit to the "Bad Lands" provides more than an unusual and adventurous experience. It builds a new appreciation for the perspective in The Creation.

Peace River Road Always In News

E. A. C. Pew, of the Souris and Rocky Mountain Railway, has succeeded in raising \$175,000 of capital in England with which to complete the first 50 miles of that road. Capital is also guaranteed to build the road to Peace River. Good news if true—Edmonton Bulletin, Aug. 13, 1933.

Northern Alberta, check the attitude of the paper on public questions and maintain the traditions of such an organ of public opinion. The first thing that impressed me was the succinct, expressive style of Frank Oliver as a reporter, his knowledge of the district and its needs and his analytical and exhorting criticism and salutary editorials on matters of public policy. As a writer of clear, terse English, he would have been the darling of my old English professor in the University of Toronto—Professor W. J. Alexander, who, in his day did possibly more to preserve the language of Caxton, Spenser and Shakespeare pure and unadorned than any man in the whole educational system of Canada.



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Minister of Trade and Industry.



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Volunteer Services Recalled By Old Time Helper

Policeman, Fireman Exciting Twin Role Of Cleophas Turgeon

Do you remember when: There were only two men on Edmonton's police force? There was only a volunteer fire department in Edmonton? Owner of the first team to gallop madly into the old firehall on Fraser avenue (now 98 street) and hitch on to the shiny fire engine, was paid five dollars in good hard coin of the realm?

The Edmonton Bulletin, under the various, but kindly hand of the Hon. Frank Oliver was getting out the news with the aid of an antiquated steam boiler and a number of flat bed presses?

Probably you don't remember away back then in the fall preceding year of 1895, but Cleophas Turgeon, of 10634 103 street remembers all these things despite his 45 years.

And the reason why Mr. Turgeon recalls the early police force of Edmonton and the days when the firemen received no more reward for wrestling with the flames than the knowledge of a job well and efficiently done, is that he was a real pioneer both as a policeman and fireman in this city. With Pete Campbell, long since passed away, Mr. Turgeon teamed up as the first volunteer fire department in the city in the grand old year of 1895. Fresh from Montreal Mr. Turgeon not only took on the duties of a police officer, but was chief engineer and machinist in the police department and in the first volunteer fire department as well.

POLICEMAN AND FIREMAN

For 15 years he served both as a police officer and as a fireman and many was the exciting experience he recalls of those days when Edmonton was wild and woolly but probably friendlier he thinks than in the present, modern bustling state.

As one can easily imagine, being a policeman, a fireman, a machinist and engineer hardly left much time for loafing, but Mr. Turgeon loved the life.

OLD FIRE HALL

The old firehall, used until a few years ago and now being the site of a city relief department, was built in 1893. When a fire broke out—were mostly bush fires, the bell would toll in the bellery of the hall and the volunteer brigade would make all speed for headquarters.

Mr. Turgeon, as member of the police force, was always right on the job because the fire department and police station were in the same building.

"Those were great days," Mr. Turgeon mused, as he talked. "I'll tell you a good story," he said suddenly, and then he proceeded to narrate the following yarn, that was well spiced with chuckles.

"There was a bad actor around town in the old days. We won't mention his name because a lot of people would be surprised. He was threatening to carve some of the townfolk up. As chief of police, I had to arrest him. But it was a tricky job. Everybody warned me that I would likely be killed. I was scared that might happen too. Finally I thought of a plan.

"I went to the back door of his house and yelled 'fire' at the top of my voice. Then I raced back to the firehall. Along came the badman to play his part on the volunteer brigade. I had him right at the police station without any trouble."

The Bulletin was then as now the newspaper that got the news. Mr. Turgeon chuckled when he recalled the morning visits of the Hon. Frank Oliver to the police station for the crime reports.

"Many is the time that I would get a rush call from the Bulletin for my services as a machinist," he concluded. Hon. James A. MacKinnon, minister of trade and commerce was working as a reporter at the Bulletin and Mr. Turgeon will recollect the youthful Jim.

Mr. Turgeon was for 15 years chief engineer at the penitentiary.

ROMANCE OF BANKING IN ALBERTA TOLD

Financial Institutions Have Played Important Role In Development

Organized banking in Edmonton can trace its history back to the closing days of the last century, at a period when Edmonton was experiencing an intense population boom, and shortly after the Canadian Pacific Railway had arrived in the town. The population boom of those days was caused in the discovery of gold in the Klondike in 1897 which brought thousands of gold seekers and adventurers who used Edmonton as their outfitting base and jumping-off point for their journey to the north. With the turn of the century, the boom was further intensified by a great tide of immigration which flowed from Europe to the Canadian west.

One of the first banks to be established in Edmonton was the old Merchants Bank of Canada whose branch was opened here in 1893. This bank was later to be absorbed into the Bank of Montreal's nationwide banking system.

The Bank of Montreal, Canada's first permanent bank, had established a branch in Winnipeg some 20 years previously and in doing so was the first permanent bank to establish west of the Great Lakes. In 1903, two years before the incorporation of Edmonton as a city, this bank pushed its organization still further west and established an office here.

PARDIE ARRIVES

E. C. Pardie, the first manager of the Bank of Montreal in the city, was one of the community's most prominent citizens of that time. When, during the ceremonies inaugurating Alberta as a province in 1905, Sir Wilfrid Laurier and Sir Gilbert Parker visited Edmonton, they were guests of Mr. Pardie for a few days.

The present office of the Bank of Montreal, situated at the corner of Jasper avenue and 101 street, is one of the most imposing buildings of its kind in the city. This building was originally erected in 1913 and its impressive proportions are eloquent witness to the faith that the bank had, even in those early days, in the future expansion of the importance of the city, a faith which has been overwhelmingly justified. Despite the generous proportions of the original building, by 1923 the business transacted by the bank had grown to such an extent that it was found necessary to make a large addition to the premises.

MUCH BUSINESS

The business transacted at this office includes not only that which has grown up around the Bank of Montreal itself but also that which originated with various other banks that were subsequently amalgamated with the Bank of Montreal. These include the Bank of British North America taken over in 1918, the Merchants Bank of Canada in 1922 and the Molson's Bank in 1923.

Organized banking in Canada began in 1817. It was on November 3, 1817, when pioneer Canadians were trading practically all business by barter, that the Bank of Montreal opened its doors for business in a modest little rented office on St. Paul St. Montreal with the formidable capital of \$350,000.

Trading in the Canadian colonies of the early 1800's was carried on under great handicaps. Canada had no currency of its own. American, British, French, Spanish and Portuguese coins were all in circulation and the rate of exchange was subject to frequent wide fluctuations. As a consequence, domestic trade was carried on principally by barter and international business was on a very unstable basis. It was to ameliorate these chaotic conditions that the bank was established.

Not only did the bank provide a medium of exchange such as had hitherto been lacking, but it nursed along the early enterprises of the country, and enlightened out the difficulties of interurban, interprovincial and international trading.

Within the first year of its establishment the young bank had opened up agencies at Quebec, Kingston and York, as Toronto was then known.



Edmonton's Finest In 1903

Yes, sir, that quartet of upstanding men, a trifle partial to moustaches, pictured above, was the whole Edmonton police force in the good old days 37 years ago, when Edmonton was a lustrous infant tugging at the swaddling clothes. Two of those in the picture are still hale and hearty. On the left is Thomas M. McCallum, now City License Inspector. Standing next to him is C. Turgeon, one of the first two police officers in the city and later chief engineer with the federal penitentiary when it was located here. Chief Dean, second from the right is now dead, as is Const. Brunell.

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ISSUE CURRENCY

Founded by some English and Scottish merchants of Montreal, the bank set about the business of giving some semblance of organization to the financial life of the country and its first task was the issue of paper currency, that is, the bank's own bills in small denominations, and later, copper coins. Specimens of this currency, which was in reality the first Canadian money, are preserved in the bank's museum in Montreal.

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AMONG PIONEERS

Sturgeon District Built High Barn

The first frame barn raising in the Edmonton district took place on Wednesday last at the farm of Mrs. D. Maloney, upper Sturgeon river. The building is a bank barn 30x40, 16 feet posts, and rests on a basement 9 feet in height. 30x44, fitted up as a stable, capable of accommodating eight horses and 20 cows. The raising was followed by a dance in the evening, which passed off pleasantly and successfully.

—Edmonton Bulletin, July 21, 1939.

In the newly established districts, and the year following the arrival of the railway at the Pacific Coast in 1886 saw the establishment there of the Bank of Montreal and the completion of a coast to coast chain of branches. Today the bank has 800 branches in Canada as well as others in Newfoundland, England and the United States.

It is unusual for any locality to have perfectly normal weather.

Alberta Hunting Proving Popular To Many Sportsmen

Alberta is 253,000 square miles in area. Open prairie in the south merging into the foothills and mountains of the west, a central parkland area and the wooded north provide a variety of terrain which fosters a similar variety of small and wild game.

Each year hunting in Alberta becomes more popular as word of the thrilling sport to be found here spreads throughout the world. Our National Parks and game preserves provide ample breeding grounds and the overflow from these inviolate sanctuaries ensures a continuous supply in the open territory.

Buffalo still roam in their native wild state in famed Wood Buffalo Park in the north. They, however, must not be molested. There are plenty of other ruminants.

One of the slowest growing bushes in the world is holly.

'Cal' Pickles Says: Congratulations

to a fine newspaper and a fine employee group...



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Clothes Shop"

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EDMONTON

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Important Place Filled By Alberta In Food Supply

Prairies Perform Major Function In Agricultural Life

The prairie provinces of Alberta, Saskatchewan and Manitoba occupy a dominant position in the agricultural economy of Canada. Within these provinces lie 55,700,000 acres of cultivated land and 25,000,000 acres of natural grazing land, representing respectively 75 per cent and 82 per cent of the total acreages of cultivated and grazing land in the Dominion.

Of the cultivated acreage in the Prairie Provinces, 54,000,000 acres are utilized for growing cereal crops, producing on the average over 600,000,000 bushels of wheat, oats, and barley per annum. The total value of grain produced in these provinces during the past 30 years has been in excess of \$10,000,000,000 of which wheat alone has accounted for over \$7,000,000,000. When the large livestock industry of this region is taken into account and it is remembered that most of this region has been settled within the present century, the foregoing figures constitute an impressive statement of agricultural productivity.

INDUSTRY HIT

During recent years, however, agriculture in the south-central region of the prairie provinces has suffered severe reverses. From a combination of low crop yields caused by drought and low prices of farm produce arising from economic depression. The area affected covers over 35,000,000 acres of cultivated land and contains more than 100,000 farms. Within this area there has been a shrinkage of farm income of an acre of wheat amounting to roughly 70 per cent and other lines of farm production have been similarly affected. Additional factors involved in bringing about this adverse situation have been the prevalence of soil drifting due to loss of soil-binding organic matter by crop failures and insect pests, the destruction of grain crops by rust diseases, and the gradual decline in farming efficiency through deterioration of equipment. The foregoing conditions have brought about an agricultural crisis of such gravity as to render imperative the active intervention of the Dominion Government.

ACT PASSED

In 1933 the Federal Parliament of Canada passed the Prairie Farm Rehabilitation Act, the object of which is to remediate such improvements in farming and land utilization as will re-establish agriculture in the affected areas on a sound economic basis. To this end a comprehensive and far-reaching program has been undertaken by the Dominion Department of Agriculture, the main lines of work falling into three general groups—namely, cultural, land utilization and development. The nature, purpose and scope of the work under each heading are briefly described here-with.

Under the cultural heading comes a large amount of experimental and demonstrational work on dry-land agriculture, the object of which is to assist farmers and ranchers in the solution of the various problems of production and management related to the variable climatic and economic conditions which characterize the drought area. This work is under the supervision of the six Dominion Experimental Farms which are located in the affected areas.

MAIN PROBLEM

The main problem encountered in the drought area, that of securing economic yields of crops under a low precipitation of from 12 inches to 15 inches per annum, has been satisfactorily dealt with over a period of 50 years by the Dominion Experimental Farms. This has been accomplished in part through the introduction of the moisture-conserving summer fallow and of rapidly maturing drought-resistant cereals such as Marquis wheat. Problems arising from drought in recent years are now in degree of intensity rather than in nature, and require for their solution some thorough experimental rather than radical changes in farming practices.

SOIL DRIFTING

One of the most pressing problems arising from drought is soil drifting, a major contributing cause

of which is the practice of summer fallowing. For this problem the solution lies in reducing the width of summer fallow fields through the adoption of the "strip" or "contour" tillage method which avoids excessive pulverization and leaves a protective covering of trash on the surface. Areas of light soil where chronic drifting occurs are seeded down to grasses, principally the crested wheat grass. Under the rehabilitation program these measures are being demonstrated on 80 District Experimental Sub-stations, on eight Reclamation Stations, and on over 250 Reversing Demonstrations. Altogether, since 1933 the Dominion Experimental Farms have been directly instrumental in controlling drifting on over 500,000 acres, and indirectly on a much larger acreage.

MUCH TREE PLANTING

Tree planting around prairie farmsteads for their protection and ornamentation has been favored for many years by the Dominion Government, over 100,000,000 trees having been supplied to farmers since 1901 for this purpose. Under the rehabilitation program large-scale experiments are in progress at four separate points to determine the effectiveness of tree belts in checking soil drifting by drought and conserving soil moisture.

Other contributions of the Dominion Experimental Farms to the rehabilitation program include the maintenance of crop quality by the distribution of high grade seed grain, the breeding of registered varieties of wheat and oats, the agricultural development of new grazing lands, and the improvement of grazing conditions on range land.

FARMERS CO-OPERATE

All phases of rehabilitation work are carried on in co-operation with the farmers and ranchers in the drought area. Direct contact with the farmers is effected through the media of some 150 Agricultural Improvement Associations, a total membership of over 20,000 farmers and ranchers.

Submarginal lands within the drought area fall into two classes: (1) Submarginal areas productive by large tracts of productive land. (2) Large submarginal areas productive of smaller tracts of productive land.

USED FOR GRAZING

Each of these classes of submarginal land may be utilized for grazing purposes, but by different methods. The first class can best be utilized for grazing purposes by farmers on the surrounding good land. Under the rehabilitation program such areas are being developed as community pastures on which controlled grazing under government supervision is provided for nearby farmers. Twenty-nine such pastures have been established, covering a total of 96,000 acres, each pasture being regraded where necessary and supplied with adequate stock-watering facilities. Plans for the immediate development of many new pastures have been prepared.

In the second class of submarginal land, largely used for grazing purposes, are included areas of good land which are being used for the growing of reserve supplies of forage. Wherever possible, irrigation is being developed to ensure production of forage against climatic hazards, with the ultimate object of stabilizing the livestock industry on the surrounding range land.

DIRECTION GIVEN

The foregoing land utilization work is directed by the Prairie Farm Rehabilitation Office at Regina, with technical assistance, especially regarding pasture surveys, from the Dominion Experimental Farms.

Scarcity of water for domestic and stock watering and irrigation is an important limitation in prairie agriculture. Under the direction of the Prairie Farm Rehabilitation Office at Regina efforts are being made to secure the maximum utilization of available water supplies in the drought area, especially as regards the conservation of spring run-off from melting snow. The projects are of two

MUSICIAN IN REMINISCENCE OF OLD TIMES

Continued from Page 15
conductors, continued excellent work until the death of Madame J. J. Duggan who had led them for many, many seasons brought a discontinuance of their work.

It was in this same year (1907) that the plans for the holding of a Provincial Musical Competition Festival were first commenced and the first festival was held in May of 1908. I have written, and spoken so often about these festivals that some of you must be a bit tired of hearing of them. This movement is one which started in Edmonton and has spread to every province in the Dominion. It has fostered innumerable school festivals and likes to think of itself as the grandfather of such festivals as those held this year at Fairview, Brown and other towns in the North which are really offshoots of the important Grand Prairie and Peace River Festivals organized about 1925. Let me just mention two things with regard to the festival which is to be held here this year. Under the impetus which it gave to the music of our churches and their choirs, for many years past, the festival has been a direct impetus to the music of the churches and their choirs. In Calgary I believe the festival was directly responsible for the glorious singing of at least two and perhaps three large church choirs—small projects for private individuals, to which the government contributes financial assistance on a fixed basis, and large projects for community use, in which the government may contribute as much as 100 per cent of the cost. For both types of projects free engineering services are provided.

Since 1905 assistance has been provided for the construction of small projects on more than 3,500 farms, of which about 440 projects are designed for the irrigation of from two to 100 acres of land. Of the remaining projects comprising over 3,000 storage reservoirs known as dugouts and 1,000 dams in stream channels, a large percentage can be utilized if desired for the irrigation of forage crops or farm gardens.

The stabilizing effect of this type of work on prairie agriculture in assuring at least a leaner supply of forage and the vegetables during dry years is of the utmost importance.

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choirs. It is sad to record that we have never had a permanent Choral Society since the death of Mrs. HAD GOOD LIFE.

I fancy that the Edmonton Mendelssohn Choir (1918-1924) probably had as long a life as any, but here, again, the festivals have an enviable record. At the first festival in 1908 the festival chorus numbered a hundred and seventy voices and there were forty instrumentalists in the orchestra. Two years later, for the performance of Bridge's Cantata "The Ballad of the Clamperdown" the chorus numbered two hundred and seventy-five and the orchestra forty-six. These numbers have only once been exceeded in the history of the city when in 1912 for the performance of Stanford's "The Revenger" there were two hundred and thirty-five singers and fifty-three instrumentalists. Though it is just outside our "first decade of the century" I feel that I must mention the slightly smaller chorus and orchestra which performed Colegrave Taylor's fascinating "Hiawatha's Wedding Feast" in 1911.

One other thing singing in the old Thistle Rink we sang year after year to audiences which easily passed the two thousand mark, come Edmonton! How much support have you given to choral work during the past ten years? I cry "SHAME!"

EXAMS STARTED

Would music teachers be interested in a word about the first visit of Eastern and English examiners? The first music examinations held here were those of the old Toronto College of Music, this institution had been founded by Dr. T. T. Fisher, and was absorbed by the Conservatory some fifteen or sixteen years ago. W. E. MacLough, then organist of All Saints, Toronto, was our first visiting examiner, coming to us in 1903 and he was able to "pass" eighteen candidates—this, probably, was the total number of candidates entered, they were all for the two junior examinations and as sixteen of them gained "honors" the work was probably of a high standard.

I cannot remember when the Conservatory first appeared in Edmonton as an examining body, probably about 1907 or 1908. The Associated Board of the Royal Academy and Royal College of



Pioneer Jeweler
D. A. KIRKLAND, manager of Henry Birks and Sons Ltd., and pioneer jeweler in Edmonton.

London (now "The Royal School of Music") were here in 1909 passing fourteen candidates, just one with honors so there were probably some failures. In 1910 the Licentiate Diploma for piano solo work was awarded to five candidates in Canada and Edmonton gained two of these at that time. Neither The Toronto College nor the Conservatory granted their diplomas excepting to candidates who had studied for at least a year at the institution itself.

It was in February of 1907 that the Edmonton branch of the Musicians' Protective Association was organized. I feel I must speak of this organization, which was organized two of these at that time. Neither The Toronto College nor the Conservatory granted their diplomas excepting to candidates who had studied for at least a year at the institution itself.

ORCHESTRA FORMED

I am going to skip over the line of my prescribed period in mentioning the formation of The Edmonton Orchestral Society, probably in 1911—I have the program of their 32nd concert given in September of 1913. This orchestra had as its

musicians the men who played in Panthea Theatre and was under the direction of Weaver Winston. It consisted of a complete quartet of strings with a couple of extra first violins, flute and clarinet, cornets, horns, trombones, drums and piano and gave concerts in Panthea Theatre on Sunday evenings. This organization was of particular importance to Edmonton, because from it was developed the Edmonton Symphony Orchestra which started in 1920 with 53 players, under Weaver Winston, did such excellent work for some 13 years.

And once more just outside my period the formation of the Alberta Glee Club, which is still playing the viola in most of the amateur orchestras which have been formed in the city. These two organizations gave their first concert in December, 1912. The Glee Club, originally men's voices only, with the orchestra have functioned (I think) continuously since that time and have developed into the University Philharmonic Society (I have not the same right, haven't I), which covers itself with glory year after year with its productions of Gilbert and Sullivan.

John Oliver, who would in print think he was a musical genius, but in fact with the criticism of musical events which are given in our local papers. Let me conclude this reminiscence with a specimen of the sort of criticism which The Bulletin used to give us in the old days, the sort of things which would sometimes be good for us today. On March 17, 1900 with the heading "And It Cost \$1.50" The Bulletin critic writes a performance by the famous San Francisco Opera Company of "The Girl from Paris" at the opera house.

The whole production was sloping. The chorus was sneezing, it massaged as much singing as might be drawn from the soprano and strenuous effort from a yellow-toothed horse with ring-bone and greyn. When the chorus sang on one end was lackadaisically posing, shuffling it was posing or posing. I wonder—N.B. a shapeless limb in the air, the girl at the other end of the line was making a painful effort to lift her foot from the stage floor and they gawked at each other continuously in an effort to discover if they were performing the proper evolution at the proper moment. As far as the principals were concerned, the exception to the indifference which permeated the whole outfit was Teddy Webb. (He, mind you, was not a member, Teddy Webb? He was here in many

different shows and I would place him as the equal of any musical comedy comedian Edmonton has ever laughed at. V.B. I have not a piece of resistance—that is, the number which excelled in its imagination and extraordinary pathos. I was when Ruth, etc., etc. etc. The notice finishes, "There was a full house."

HAS IDEA

You know, I knew the Hon. Frank quite well and I can't help thinking that he must have been in the city and witnessed this performance. He did not know much about music but used frequently to act as a musical and dramatic critic, and it is just the sort of thing he would have delighted in herring out.

I noticed that in the same issue in which that criticism appears there is a very long ad. of the "Prize" ad. in the next day's issue, could this possibly have been one of the remarks or had their engagement ended that night? I wonder.

As I close, I have the satisfaction of being positive that you have laughed at that criticism as I did—right out loud, though I was alone when I read it. These of you old-timers will find that I have omitted things of importance, don't blame me too much for the kind to me and give me credit for having remembered so much.

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Northern Tribes Learning

CIVILIZATION PROGRESSING WITH ESKIMOS

Present Challenge To Existence—Good Work Done

From the southern shores of Hudson Bay to Ellesmere Island and from Ruffin Land and Ungava Bay to Herschel Island, nomadic tribes of Eskimo spend their lives moving from place to place in pursuit of the wild life.

With the exception of a few at the mouth of the Mackenzie river and those employed by white men at some of the posts on the Arctic shores, the Canadian Eskimo live the primitive nomadic life of their forefathers. For six months each winter they make their homes in huts built of blocks of snow with a piece of clear fresh-water ice or the membrane from the seal for windows. These dwellings, which they call igloos, are heated by means of the old-fashioned cracker-shaped lamp made of soapstone obtained locally, in which blubber from seal, walrus, white whale or narwhal is used for fuel, and dried moss mixed with the bloom of the cotton weed takes the place of brick. During the six months of milder weather in the spring, summer, and autumn, the igloo gives place to the tent made sometimes of duck, sometimes of caribou skins, but often of seal skin.

These tribes spend their lives hunting, trapping, and fishing and west from "grazing nature" enough to carry them on from week to week.

NOMADIC LIFE

In living this nomadic life it stands to reason that they cannot readily adopt the white man's ideas either of cleanliness or comfort. Travelling over the Arctic tundra inland or around the ice-bound coasts by sledge and dog team necessitates the reduction of their baggage to the minimum. To one who has had the privilege of living with them in close personal contact in their own dwellings, the marvel has been that they fared so well.

GOING NORTH

Year by year civilization is creeping northward and in the last ten years the advance has been much more rapid than at any other period in history. With the advent of the airplane, the radio, and the wireless a new day has come, not only for the white people in the North, but also for the natives, and Canada is now faced with a definite challenge

whether or not she will so plan today that these tribes, who represent the most primitive race in the Dominion, shall be preserved for the future.

Wherever the white man has gone the tendency has been to destroy the native and there are not lacking those who believe that the Eskimo is already doomed.

Already there has been close cooperation between the North-West Territories Council at Ottawa, the Hudson's Bay Company, and the missionaries. If effective measures are to be taken to safeguard the future of this race, it can only be done through that kind of cooperation.

To the Hudson's Bay Company and the airplane companies must be given the credit for providing the most effective means of transport each year throughout the Canadian Arctic, both in the East and in the West. The Government for their part, have instituted laws and regulations governing hunting and trapping and have created large preserves where only the native is allowed entrance. This is a step in the right direction which must prove of untold value in the future and should be extended.

STUDYING HEALTH

Besides that the Government have been studying the health and development of the Eskimo and pay per capita grants for patients treated in mission hospitals and for children attending school. They have further made a most successful advance by importing a large herd of reindeer which, in five years, has increased to almost double the original number, besides supplying valuable food in a limited area. In connection with this herd another hopeful sign is to be found in the fact that the first herders, who came from Lapland, are rapidly being replaced by Eskimo herders, and the rising generation of natives at the mouth of the Mackenzie river are becoming "reindeer minded."

HEALTH IMPROVES

The vital statistics gathered by the Government at Ottawa have revealed that where mission hospitals have been established the health of the people has improved enormously and the population is on the increase, whereas at other points the population is decreasing sometimes very rapidly and the general health of the native is poor. In this connection tribute should be paid, not only to the mission hospitals, but to the Government medical officers in charge. The new All Saints' Hospital, Akavik, has accommodated for 46 patients, electric light, X-ray, operating theatre, dental surgery, and outdoor clinic.

If the Government will extend its efforts along these and other lines it is safe to expect that 100 years from now Canada will have a strong, virile, nomadic Eskimo population which will make a very definite contribution to the well-being of the Dominion as a whole.

MERRICK DRUG HOME-OWNED INSTITUTION

Firm Established 11 Years Ago Now Operates Seven Stores Here

Truly an Edmonton institution is the chain of combined drug stores and eating establishments that operate under the name of Merrick Drug Stores, Limited. The firm can lay claim to being a 100 per cent home-owned, home-operated and home-staffed.

Under the presidency of A. W. Graywood, Merrick Drug Stores Limited operate seven up-to-date and completely drug equipped stores, situated in all parts of the city. Some stores in addition soda fountain facilities that are both the last word in up-to-the-minute equipment and personalized service.

Steady expansion of the Merrick business enterprise has been one of the business highlights of the last decade in this city. Rapid growth of the institution dates from the time 11 years ago when the late Arthur Vockney incorporated the Commerce Drug Stores.

Three years later the name was changed to Merrick Drug Stores Limited and the co-operative principle in respect to ownership and management, which is a distinct feature of this chain of stores, began to take form. Employees who proved their fitness to serve the public with efficiency and courtesy were taken into the firm until finally the firm itself consists of the various store managers and those who have formerly served in that capacity. This policy combined with that of maintaining a high standard of quality goods, combined with the best in trained service and ethics, has paid dividends to both the buying public and the firm itself.

CO-OPERATIVE

The Merrick Drug Stores Limited carry a full line of drug supplies and a complete dispensing service for family doctors' prescriptions. Exclusive sales rights for several lines of popular cosmetics are held by the firm. Due to the fact that the business has steadily expanded, the combined purchasing power of the several units make it possible for the public to receive the benefit of lower prices while there is not the slightest diminishment in the quality of goods.

As a vacation a canoe trip holds endless possibilities for new and refreshing experiences, and the extensive network of waterways which covers most of Canada offers a choice of routes which is literally unlimited. Any type of trip may be taken.

NEW STORE

Latest acquisition to the chain is the new Norwood store at the corner of 111 avenue and 95 street. This was formerly Graham's Drug Store. The premises have been completely renovated and restocked and are under the management of J. E. Dunnigan, who has been associated with the company for many years.



Jim Dunnigan, who has been associated with the company for many years.

An interesting and unique feature of the Merrick Drug Stores Limited is the fact that all store managers are graduates in pharmacy of the University of Alberta. The firm employs about 50 persons.

In addition to President Graywood other members of the managerial staff are: Miss Isabel Vockney, secretary-treasurer; W. E. Hawker, general manager; with headquarters in the Birk's Building store; A. E. McDonald, office manager; R. W. Fisher, chief pharmacist; R. W. Moore, manager west store at 11004 Jasper avenue; N. J. Gardner, manager south side store at 109 street and Whyte avenue; and J. E. Dunnigan, manager Norwood store at 97 street and 111 avenue.

THEIR MOTTO

Motto of Merrick Drug Stores Limited is: "Save you money and serve you better," and it is only through a 100 per cent home-owned and operated firm that the objective expressed in such a motto can be fully realized, in the opinion of President Graywood.



N. J. Gardner, manager south side store at 109 street and Whyte avenue.

As a vacation a canoe trip holds endless possibilities for new and refreshing experiences, and the extensive network of waterways which covers most of Canada offers a choice of routes which is literally unlimited. Any type of trip may be taken.

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Net Funded and Unfunded Debt

Fiscal Year ended March 31, 1936	158,081,000
Fiscal Year ended March 31, 1939	154,994,000
Nine Months ended December 31, 1939	150,408,000

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Thirty Treasury Branches are now operating, together with Sub-branches and Agencies at over three hundred points throughout the Province.

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